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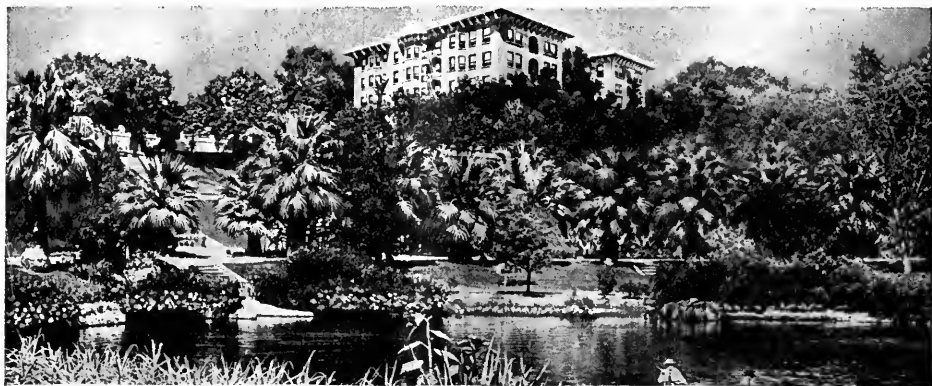
# The Arrowhead

MAGAZINE and GUIDE BOOK  
↓ Devoted to Western ↓  
Travel and Development



A VIEW OF A BUSINESS STREET IN CALEXICO





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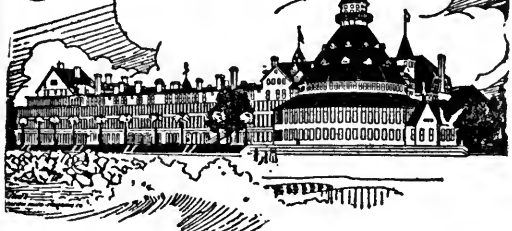
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**THE ARROWHEAD**  
**MAGAZINE and GUIDE BOOK**

Devoted to Western Travel and Development

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**SALT LAKE ROUTE**

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# C A L E X I C O

"In the Heart of the American Nile"

"California's Agricultural Wonderland"

**T**HE Imperial Valley lies in the southeastern portion of California, extending from the Salton Sea on the north almost to the Gulf of California on the south, and from the San Bernardino mountains on the west to the Colorado river on the east. About two-thirds of the territory included is in California, while the remainder embraces some of the richest soil of Mexico—the northern district of Lower

California. Its soil is the richest in the world, many experts declare. For untold centuries the waters of the Colorado have been carrying down silt and depositing it to a depth of hundreds of feet all over the Valley, and the canals and ditches that distribute the life-giving water to the ranches, keep bringing down new soil, rich and fertile.

The Valley includes 1,400,000 acres of



*One of the Canals Which Supply Water to Make the Lands Tributary to Calexico Among the Most Productive in the World*

land, and half of this vast territory is tributary to Calexico, port of entry for Mexican products, distributing point for supplies and metropolis of the already famous inland empire. Only a few years ago a remote little border town, Calexico has grown to a city of importance, and is outstripping all rivals for commercial honors in Southern California. Imports at the port of entry, as shown by official figures are greater than those of Los Angeles, San Diego and Tia Juana combined. The export business is correspondingly large, in response to the demand for supplies from communities and the big ranches of the Valley "across the boundary line." The growing little city of Mexicali, separated only by the international boundary markings, brings a large revenue to the merchants of Calexico. Mexicali is the seat of the government of the northern district of Lower California, of which Colonel Estaban Cantu is governor. The friendliest of relations between the two towns, their officials and their citizens prevail, and interchanges of courtesies are frequent and cordial.

Cotton, hailed as king of the Valley products, helped to bring Calexico into prominence and to give it importance as a shipping and distributing center. Within recent years fruit, corn, canteloupes, lettuce melons and many other products of orchard and field, have also contributed largely, while the cattle, hog and poultry interests have grown in proportion. In its diversity of crops, and the certainty with which each is grown, lies the assurance of future wealth and prosperity of the Valley's people. Some of the cotton plantations contain thousands of acres, and give employment to hundreds of men and families. The tendency in recent years has been to break up the immense tracts of land once held and devoted largely to cotton growing and stock raising, and convert them into smaller ranches, where diversified farming on the intensified plan has proven most successful. Far from being a country of unusual conditions, the Imperial Valley is adapted to farming on the same basis upon which farming is conducted in other sections, and the same energy and attention that brings wealth and prosperity to agriculturists and horticulturists elsewhere, brings increased success, wealth and prosperity here.

Not longer ago than seven or eight years the planting of fruit trees began, largely as an experiment. The success that followed these experiments has been surprising, and has encouraged others to follow the example of the pioneers in what has come to be a great and profitable industry. The fact that patience is required, while the fruit grower waits from three to five years for returns on his investment of capital and labor, does not discourage those who look to fruit-growing to assure them a competence in their later years. In the meantime, partial crops are grown on the orchard land, without being a detriment to the young trees or taking any appreciable amount of richness

from the soil. Apples, pears, oranges, lemons, grape fruit, grapes, melons, vegetables of every kind, and berries of every variety, are profitably grown. Lettuce, packed in ice, is shipped in carloads direct from Calexico to Chicago, New York and Washington, and other eastern cities, arriving many days in advance of lettuce from any other section of the United States, and bringing fancy prices. Imperial Valley canteloupes, of which several thousand cars are shipped every season, are also always the first on the market.

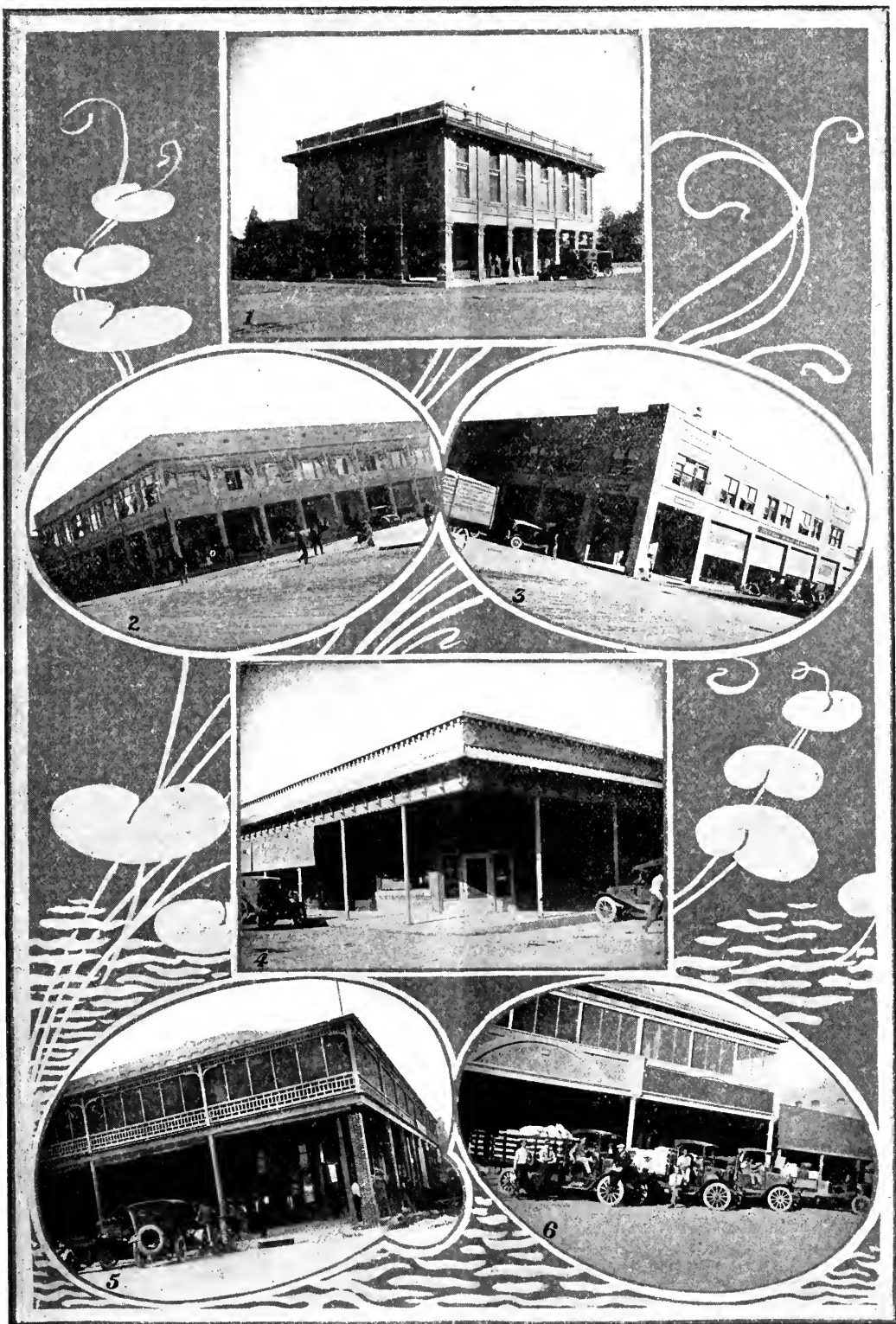
The cattle industry in the Valley has received careful attention of late years. Herds have been graded up, and the highest efficiency reached in the dairying as well as the meat industries. Imperial county is in the front rank of milk and butter producing counties of California, and contains some of the finest stock in the state. Shipments of beef cattle from Calexico are mostly to Los Angeles, with an occasional consignment to the eastern markets. The demand for Imperial butter is far greater than the supply, owing to its superior quality. Hogs are easily raised, free from the diseases that ranchers of many sections have to contend with, and quickly fatten on the products of the farm, not the least important in the fattening process being alfalfa, which is raised in abundance.

So extensive and important has the poultry industry grown that hundreds of people are now engaged in raising the chickens and turkeys that have made the Valley famous and that have brought hundreds of thousands of dollars to the growers.

In the increase in assessed valuation, in the growth of railroad, express and post-office receipts and the facilities for handling the business of each at Calexico, further proof of the rapid development and growth of wealth is shown. Twice within two years, the Southern Pacific Railroad Company, whose southern California terminal is here, has been compelled to enlarge its freight depot, and finally to remove its yards a mile north of the city limits to find room for switching and storage of cars. The new freight depot, begun on the first day of 1918, will be four times as large as the old building. The railroad employees in Calexico draw more than \$5000 a month in wages.

The City of Calexico will have expended before the coming summer months, more than \$219,000 in two years in extension of its sewer and water systems and in street paving. The city is adequately served by a sewer system that has been extended and improved recently, and health conditions are as good here as in any city of similar size in the United States.

In a few more years visitors to Calexico will find one of the prettiest little cities in all the west. The streets are being paved in all parts of the city, trees are being planted along the borders and in two pretty parks; the civic center, a tract of several blocks, is being developed and made beautiful.



# CALEXICO, CALIFORNIA

- (1) *The Masonic Temple and City Hall.*
- (2) *A Substantial Concrete Business Block.*
- (3) *Anderson Block, Home of the First National Bank.*
- (4) *The International Bank.*
- (5) *The Calexico National Bank.*
- (6) *The Morning Delivery of One Calexico Grocery Store.*

# *The* CITY of CALEXICO

**C**ALEXICO is probably the liveliest city of its size, commercially, in the entire southwest. Many factors combine to make this condition possible. Location has much to do with it, as Calexico is the natural heart or center of a vast, rich territory including the Mexican portion of the Imperial Valley. But, while the location is ideal and has much to do with Calexico's rapid growth and prosperity, there are other factors quite as important. Calexico possesses men of real business capacity, business men who do things on a large scale and meet requirements as they occur.

Splendid schools, good churches and a good social atmosphere make Calexico a desirable place of residence. Good stores, strong banking institutions and good shipping facilities are factors in making Calexico a thriving city. Add to these the wonderful water, soil and climatic conditions and one may understand just why Calexico stands out in the front as a business and residential city.

## **CLUB AND SOCIAL LIFE .**

Calexico enjoys a splendid social atmosphere, as is evidenced by the numerous literary, musical and social organizations. Probably no other city of its size in California offers better advantages along these lines.

The Woman's Improvement Club of Calexico, organized in 1908, has been, for the most part, a civic club. One of its first duties was to lease a building and establish a rest room, with a care taker, where the country people could refresh themselves and care for their children. Also, there was established a reading room where current magazines and good books could be obtained. This same building now houses the Calexico branch of the County Free Library, the forerunner of the Carnegie Library, which is now in process of construction. The Library is under control of a Library Board, composed of representatives from various organizations of the city. Each year the club, with the help of the City Council, conducts a "Clean Up Day," when the city is put in order.

From the old School Grounds Committee has evolved the City Park Commission which has charge of laying out and keeping up all the public and school grounds of the city. In all matters of civic development the Woman's Improvement Club plays an active part.

The United Dorcas of Calexico is composed of representatives from every organization in the city and the Calexico member of the County Supervisors. Employment for those able to work and temporary relief to the needy is given to deserving applicants, after investigation. The particular aim of the Dorcas is to do away with indiscriminate charity, and, by a central distributing committee, to make the relief funds go as far as possible.

The Parent-Teacher Association is composed of the mothers of the school children and the teachers. This organization is in its third year and affords a place for discussion of questions of child welfare. The programs are based on local problems and practical talks are given and great interest shown. The school lunch has occupied much time and an attempt has been made to supply fresh milk for a small sum to those able to pay for it, or free to those who can not. Lessons in practical hygiene are also given.

The Calexico Chapter of the American Red Cross is a most flourishing organization. The headquarters are in the Overland Hotel Building, and here classes are conducted in all the various activities. In the Christmas Membership Drive, Calexico led the entire Southwest, and as far as is now known, the entire United States, having obtained 329 per cent of her quota of new members. There are many local and several rural auxiliaries. The Junior Red Cross is in process of organization and will include the High and Grammar School students, as well as those in the four outlying rural schools.

The W. C. T. U. is an auxiliary of the National W. C. T. U. and is occupied in helping to better local conditions, and in studying and advocating all legislation for improvement, always with a view to the temperance ideal.

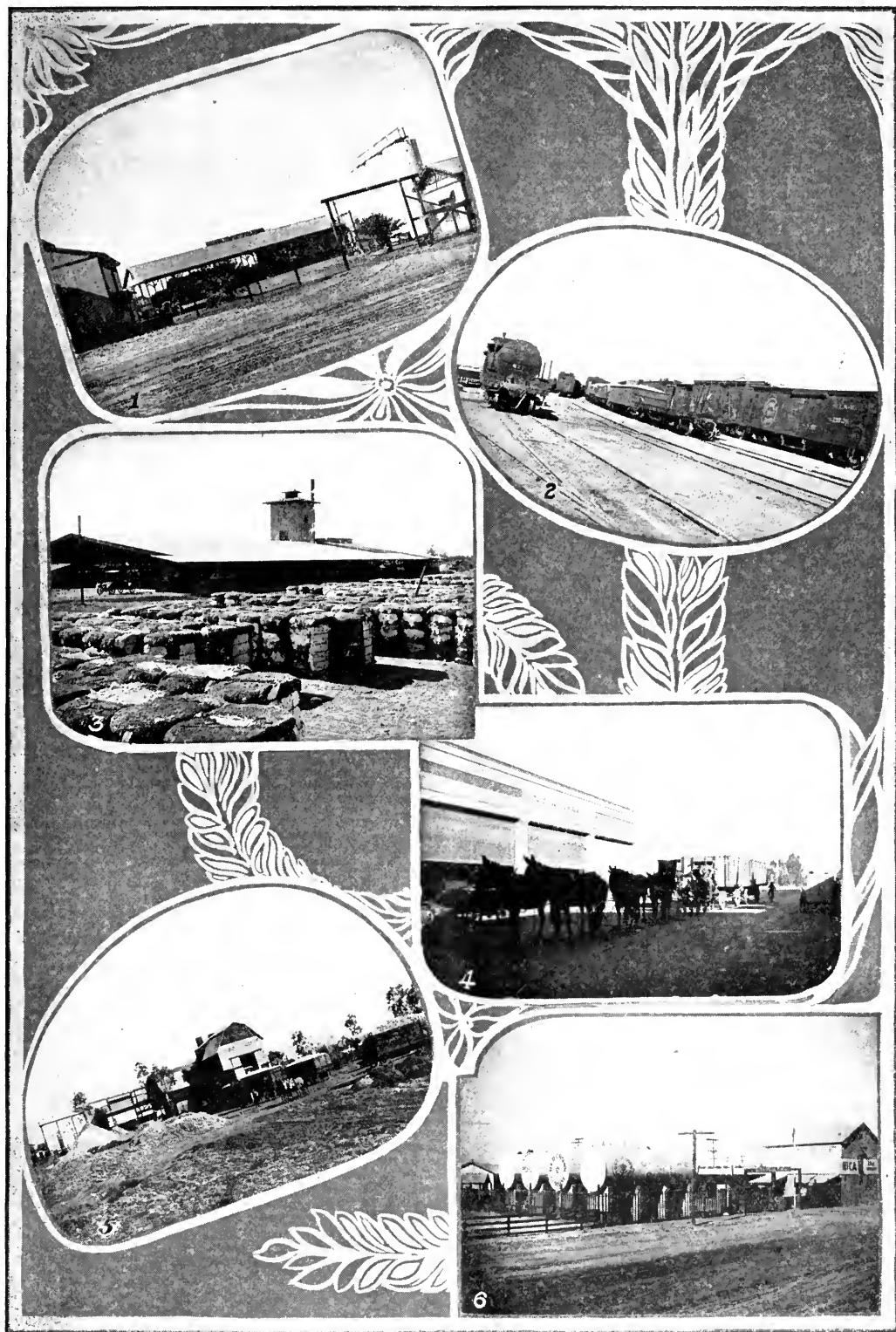
The social life of Calexico is rounded out by special events, such as picnics and gatherings of one kind or another, the annual New Year's ball, annual bazaars of the churches and their public dinners and entertainments, public installations, dances and card parties given by the various lodges, all of which contribute to the social enjoyment and pleasure of the citizens of Calexico.

## **CALEXICO SCHOOLS**

Calexico is justly proud of her school facilities, which would be a credit to a city many times her size. Her school buildings are well constructed along lines best adapted to the climate. The graded schools, which include all grades from the kindergarten to the eighth grade, are housed in three separate properties and buildings, all commodious, well lighted, ventilated and adequately arranged in every way to provide for the proper sanitary, moral, mental and physical growth of the pupils, nor is the aesthetic in the external surroundings overlooked.

The Kindergarten has an enrollment of 53, with an average attendance of 40. The Rockwood Avenue school has an attendance of 245. The teachers are the best procurable and are thoroughly in sympathy with their work. In all 23 teachers are required, with a man principal who has had wide experience in school work.

The school grounds are spacious and more than ample to provide for the juvenile



CALEXICO, CALIFORNIA

- (1) Plant of the Union Oil Company. (2) In the Railroad Yards. (3) The Calexico Compress Where 70,000 Bales of Cotton Are Compressed Each Year. (4) Hauling Cotton to the Gin. (5) A Calexico Cotton Gin. (6) Calexico Plant of the Standard Oil Company



organized play under the supervision of chosen teachers. Tennis, basket-ball, volleyball, foot-ball, giant strides, teeters and swings are each given their allotted space and time. Each school, except the Kindergarten, has its garden where every boy and girl has his particular patch to plant, irrigate and harvest under proper guidance. The Imperial Valley, being the richest spot in the western part of the United States, gardening is an essential feature of the school work of Calexico. In conjunction with the gardening, a well equipped manual training department, with a special teacher, is provided, which directs the early activities of the boy with the hammer and the saw.

According to the school statistics from the records of our educational institutions there is about 80 per cent of the children who never reach high school studies. Such being the case, the instruction given in gardening and manual training helps to make those children more useful who do not secure the advantages of further studies in the high school.

The Calexico Union High School is one of the best in the state, being accredited at our higher colleges and universities. The course is four years and embraces the usual high school studies, including manual training. The building itself is new and up-to-date in every particular, having been constructed in 1916 with modern equipment. The high school adjoins and is an integral part of the Community Center known as Rockwood Plaza, recently purchased and parked by the city.

The faculty of the Calexico High School is second to none and enjoys the respect of the people. The athletic side of high school life is under careful guidance, the ten-acre plot allowing sufficient space for base-ball, foot-ball, tennis and basket-ball courts, with a quarter mile running track.

### CHURCHES OF CALEXICO

The spiritual side of life in Calexico is well provided for by flourishing organizations representing the Congregational Methodist, Episcopal, Baptist, Catholic, Christian and Christian Scientist denominations, while the negroes are organized and prospering in two separate churches representing the Christian and Baptist denominations. Services are held regularly under the auspices of these churches which, for the most part, have their own houses of worship.

The Congregationalists have a new church home under construction, having outgrown their original building, which was one of the first located in the Imperial Valley. The Methodists have plans under way for removing farther from the business district of the city and the first Baptists have recently moved into a commodious new home in Rockwood Avenue.

The woman's organizations within these churches are noteworthy for their energetic participation in all branches of religious zeal and work harmoniously under the Calexico Chapter of the American Red Cross for our fighting forces.

The annual bazaars, usually held in November, are well patronized, the net profits running into several hundred dollars for each organization, demonstrating their popularity and success.

The Sunday Schools, Young People's Societies of Christian Endeavor, Epworth League and Bible Study classes are an ever-increasing factor in the church activities of the community.

### CLIMATIC CONDITIONS

The day will come when the ideal climate of Imperial Valley will make this region one of the most famous of pleasure and health resorts. Especially is this true of the border cities of Calexico and Mexicali which are favored spots in the valley by virtue of both being above sea level and so centrally located that they are the logical center for the Colorado Delta, approximately half of which is in Old Mexico.

It was a common practice, aforesaid, to speak of this valley as a natural hot house but that expression referred to June, July, August and September, just as one might speak of Chicago as having Arctic climate—during the winter.

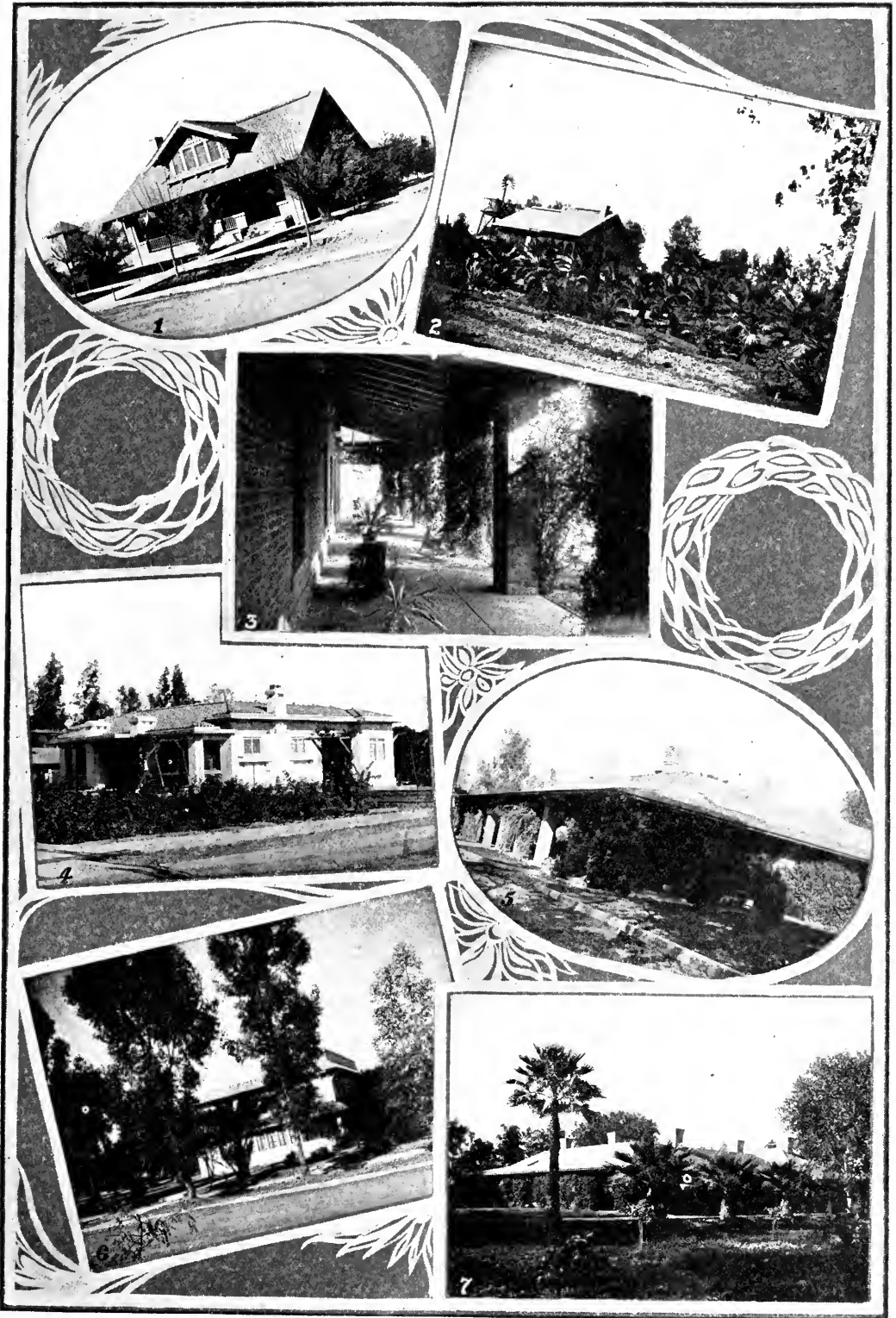
There is this difference. During the unpleasant, cold period of the north, nature is dormant, but during the hot months here nature is as productive as during the other eight months. There is no stagnant period in the year, while for eight months no land on earth can excel this for delightful weather.

As for health, any climate in which people instinctively live out of doors, is a healthy climate, and they do that here. Even when indoors, the windows and doors are ever open, and almost all people sleep throughout the year on screen porches.

And the summers are just as healthful as the winters. The worst days are not so bad as the worst days in New York or Chicago. There is no feeling of suffocation here—no gasping for breath. The sense of heat is external, not internal. The average person drinks about three gallons of water a day, and that comes through the pores continuously. It flushes out the body and cures many a chronic ailment. The rapid evaporation of the moisture tends to cool the body, and prevents fever heat.

During the summer the typical day begins with mercury at 70 at sunrise and it rises steadily to 105 in the afternoon, then steadily declines. There may be two or three days in the summer when it will reach 112. During the four months there probably will not be a day when mercury fails to reach 95.

But these figures are deceiving, although correct. The sensible temperature, or the temperature under evaporation, is heat as one feels it. In humid air there is but five or ten degrees difference between sensible and dry-bulb temperature, while here, in summer, there is a difference of from thirty to thirty-five degrees. That is why 105 degree temperature here feels like 80 degree temperature in other places. But, with ref-



CALEXICO, CALIFORNIA

- (1) *A Pretty Calexico Residence.* (2) *A Home Among the Palms.* (3) *Patio of a Ranch Home.* (4) *A Calexico Home.* (5) *Ranch Home Near Calexico.* (6) *The Rockwood Apartments.* (7) *Where Life Is Worth the Living—on a Calexico Ranch*



*Panorama of a Portion of the Cities of Calexico and Mexicali.*

erence to climate, don't take our word, but read what a recognized authority has to say in the following extract:

... "On account of the very low humidity and gentle winds which blow most of the time in hot weather, the sensible temperature (which is indicated by the wet bulb readings and gives the measure of heat felt by the human body) is much less than the actual temperature as measured by the dry bulb. It is conservative to say that a temperature of 110 degrees in Imperial Valley is not more uncomfortable than 95 degrees in Los Angeles, or 85 degrees in the more humid sections in the Eastern states. Furthermore the nights are always cool, the low humidity resulting in rapid and large daily temperature variations." ...

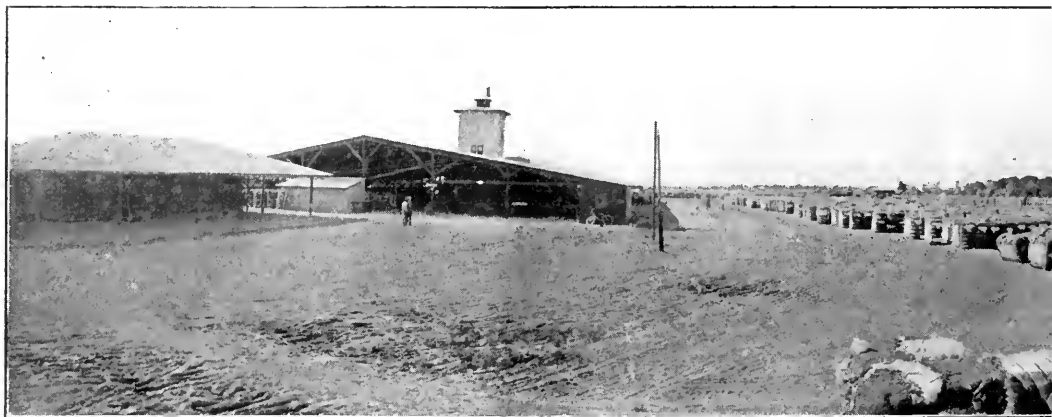
The above extract will be found on page 1249 of the printed transaction of the American Society of Civil Engineers in Paper No 1270, entitled "Irrigation and River Control in the Colorado River Delta," by H. T. Corey. B. Sc., M.M.E., M.C.E.

Mr. Corey is an engineer of national reputation and whose reliability stands unquestioned. By profession a consulting engineer, he has been a professor of Civil and Sanitary Engineering, University of Mis-

souri, later Dean of College of Engineering, University of Cincinnati; later assistant to the president, Harriman Lines, in Arizona and Mexico; chief engineer of various irrigation projects; Mem. Am. Soc. C. E. and M. E.

### RECREATION

As a winter resort, Imperial Valley is unrivalled as to climate and opportunities for outdoor recreation and amusement. The vicinity of Calexico is peculiarly attractive to sportsmen. Millions of wildfowl, including geese and more than a dozen species of ducks congregate here in the winter, feeding on the barley fields and resting upon the waterways and lagoons of the delta. Quail, doves and rabbits are plentiful. In the jungles of the delta, the hunter may find deer, cougars, lynx, raccoons, foxes and beaver, and in the mountains of Lower California are many deer and Big-horn sheep. Laguna Salada, a lake 12 by 60 miles formed by overflow waters of the Colorado in a basin between the Cocopah and the main coast ranges, is only twenty miles from Calexico, and is a favorite resting place for canvasback, mallard and other large species of ducks.



*Panorama of The Calexico Compress, the Only Compress West of Texas, Showing*



*Line Shows the Boundary Line Between California and Mexico*

## Calexico's Rich Tributary Country

**T**HE Imperial Valley has become known as "The Garden of America." The accurate statistics of her farm and ranch products reads like the financial statement of the Bank of England during war times. The value of her agricultural products alone were in excess of \$30,000,000.00 in 1917—this in a valley which in 1900 was a barren desert without an acre in cultivation.

The acreage in production in 1917 should make interesting reading for Mr. Hoover and the returns per acre seem hardly possible when compared with the ordinary farming countries. In fact, they would be impossible in any country but the Imperial Valley. Last year there was in crop in the Valley 447,652 acres. Of this vast acreage about 370,000 acres was on the American side while about 75,000 acres was on the Mexico side. The actual acreage, as compiled by the Imperial County Development Agent, was as follows:

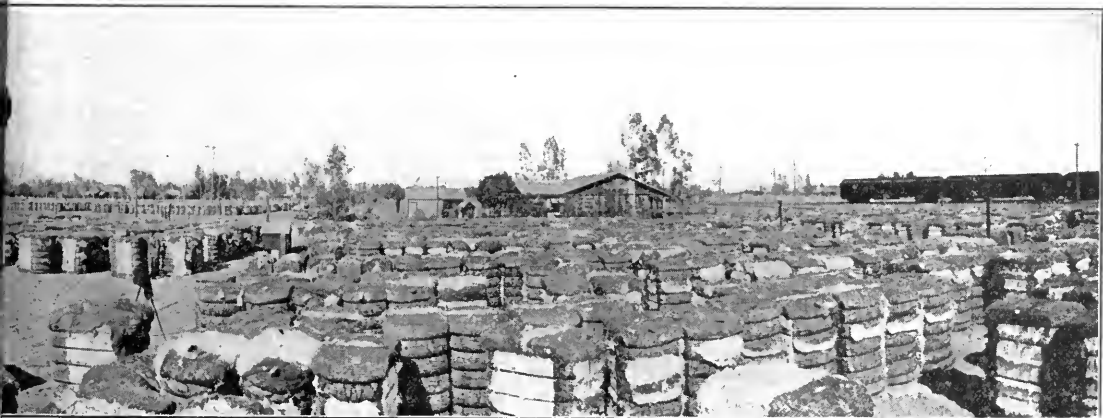
Alfalfa, 124,491 acres; milo maize, 121,354 acres; cotton, 128,400 acres; barley, 53,130

acres; cantaloupes, 13,323 acres; watermelons, 825 acres; tomatoes, 320 acres; peas, 815 acres; asparagus, 333 acres; silage crops, 3000 acres; summer squash, 385 acres; onions, 298 acres; lettuce, 469 acres; beans, 600 acres.

The livestock census makes almost as remarkable a showing. The 1916 figures from the county assessor were: Cattle, 61,920; hogs, 48,262; sheep, 35,843; horses, 10,478; mules, 2,962; ostriches, 1,300; poultry, 11,446 dozen; bees, 13,877 hives. The 1917 figures were far in excess of these.

The county assessors' books for 1916 showed the following in fruit trees: Grapefruit, 73,063 trees; dates, 22,066 trees; apricots, 17,778 trees; early grapes, 1,200 acres. Thousands of new trees were set out in 1917 which add greatly to these figures.

When one figures the long growing season, the early markets and the valuable character of the crops raised, one can understand better the enormous profits produced by the lands of the valley. For instance take cantaloupes of which the valley



*of Bales of Cotton in the Yards. 70,000 Bales of Cotton Will Be Compressed Here this Season*

shipped over 5,000 carloads in 1917. These cantaloupes were the earliest in the United States, reaching market far in advance of other sections and realizing many times the price brought for the later crops from other sections. The same is true of lettuce, tomatoes, peas and all other garden crops.

Another feature of ranching in the Imperial Valley which should be understood is the fact that field work may be conducted without interruption practically every day in the year. There is no snow or ice to contend with, practically no rain or storms of any kind. Thus expensive housing and stabling is unnecessary and livestock and poultry thrive throughout the entire year.

Calexico is in the very heart of all this tremendous agricultural production on the American side and is the sole clearing house for all the products from the Mexican side of the border as well as supplying practically all the supplies for the Mexican territory.

### IRRIGATION

The Imperial Valley is an irrigated country. Rainfall is an almost negligible quantity, which is a benefit and not a drawback, as it is in most other localities. The Imperial Valley is entirely independent of the weather—no watching and waiting for rain for thirsty crops. The farmer simply draws from the inexhaustible supply of the Colorado when he needs it.

The Colorado, the largest river in the southwest, seems to have been made to order for irrigation purposes. Its flow is almost as regular and consistent as the calendar, with its heaviest flow in the summer months when the most water is needed. The river carries enough water to irrigate five million acres if properly distributed, flowing at the rate of over sixteen million acre feet per year.

The water is rich in silt and the land is renewed and enriched at every irrigation. In fact the plant food and fertilizer qualities carried down to the land by the river, at commercial rates, are worth over twice as much as the cost of the water service.

In former times the water was owned and controlled by private companies but is now owned by the people—the actual consumers—and is and always will be, distributed fairly and at reasonable rates. The cost of irrigation will average about \$3.50 per acre a year, this varying somewhat with the character of the crop, the soil and the care or negligence of the irrigator.

### COTTON

Cotton has become recognized as king in the Imperial Valley and Calexico is hailed as King Cotton's capital. It was cotton that brought, or helped to bring Calexico into prominence for, aside from the enormous quantity of cotton raised near Calexico, practically every bale raised in the entire valley, both in California and Mexico, are compressed here. A view of the compress and thousands of bales of cotton

waiting to be compressed are shown on the preceding page.

Conservative estimates place the cotton crop of 1917-1918 in the Imperial Valley at 70,000 bales. The bales average about 500 pounds each, and at the first of the year the market price was around 30 cents a pound. The average yield is very near a bale to the acre.

Quality counts in cotton as in every crop grown. The product of the Imperial Valley is recognized as superior to the cotton of almost any other section of the United States. It is widely distributed in the world's markets and buyers from all over the world are maintained here throughout the picking and ginning season. Much of the Imperial Valley cotton is exported direct to London, while shipments to the factories of the east are frequent, and often amount to train loads. After the cotton is ginned, the short lint is gathered and compressed into small bales, in which form it is sold to the makers of munitions. The seed is crushed and the rich oil extracted. The remaining hulls are utilized as fertilizer and go to enrich the soil of many sections of the west. The cotton grower has little waste to account for in figuring his profits and losses.

Imperial Valley cotton is never stained by rains and commands a premium over southern cotton of at least a cent a pound.

Calexico has the only cotton compress in operation west of Texas, and it handles the entire product of the Valley. In Calexico, Mexicali and in other Valley towns, are gins that separate the seed from the cotton and bale the product, ready to be compressed and packed into cars.

### GENERAL FARMING

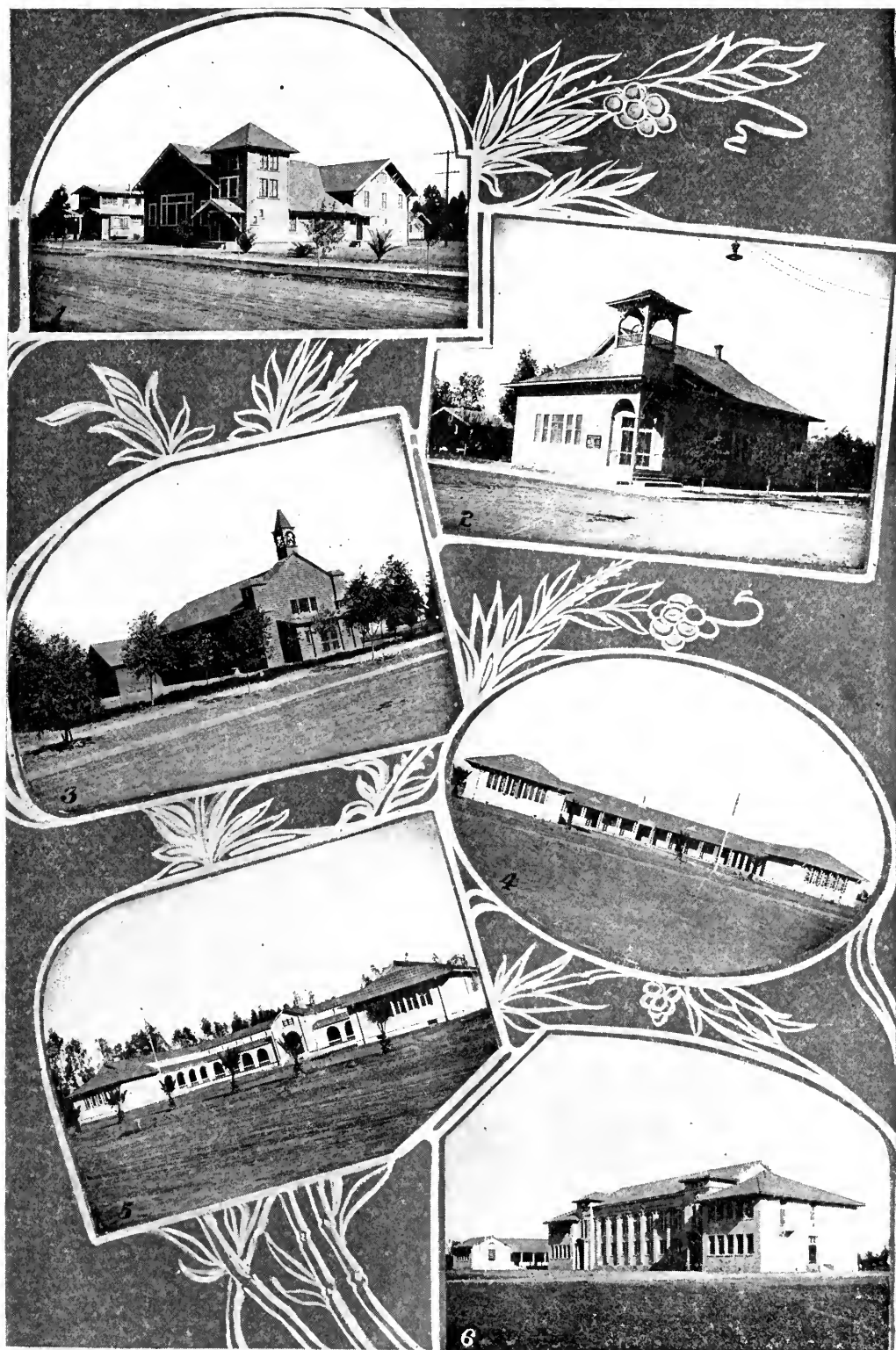
It is generally conceded by all who are informed that there is no place in the United States that yields a larger and more valuable production than the soils of Imperial Valley. Also greater returns are continuously had for less effort and expenditure than in any other portion of the country.

In speaking of Imperial Valley we consider both sides of the International line, that portion in Mexico and that which is located in the United States proper, as all these lands are watered from the same river and through the same canals. Also, the products from the Mexican side are sold in the United States and as well, supplies for the Mexican side are purchased and shipped from the United States.

It is the general opinion that the best soils of the Valley are near the International line and on the Mexican side, the same being of a coarser nature, quite free of alkali and salt, having the best of water deliveries and above sea level. This statement is not made as against any other portion of the Valley, as there is good land throughout the entire Valley. But it stands to reason that the lands, located as they are here, are the best to be obtained.

In the early days Imperial Valley ranch-





CALEXICO, CALIFORNIA

Nos. 1, 2 and 3 Show Three of the Many Prosperous Churches of Calexico. Nos. 3 and 4, Two Calexico Grammar Schools and No. 6, the Beautiful New Calexico Union High School

ers were content to disc the land and sow their crops, which even now is the case with new and virgin land. But as other crops were raised and with the irrigation of the land, it was found that best results could be obtained from plowing. This has developed from shallow plowing at first, to deep plowing and even in some instances sub-soiling has been resorted to for the obtaining of best results.

This Valley is one place in the United States where there is continuous harvesting three hundred and sixty-five days of the year. Also, there are extremely few days of the year, and they can be counted on one's fingers, when the weather will not permit of outdoor labor.

We find also that from the rotation of crops, investment receives its continuous return. For instance, land that has been planted and cropped to alfalfa for several years, and which has become infested with grasses, may be plowed and planted to garden stuffs or melons, the same being considered the best land for that class of culture. And likewise, when this land has been thoroughly tilled for vegetables or melons, it is then in the best shape for corn, cotton, or any crop that is desired to be planted. Lands here are especially adapted to the growing of alfalfa, corn, wheat, barley and cotton. In addition to this, a great acreage is used for the growing of winter vegetables. Also more land is continuously being planted to citrus and deciduous fruits.

Another important farming industry is the dairy and its side-line of raising stock and hogs. Imperial County today leads the State of California in dairy products, a place obtained by this county in the comparatively short period of twelve years. On account of the large forage to be obtained from barley, wheat, corn and cotton fields, besides the pasturing of young barley and the alfalfa, thousands of head of cattle are brought from outside points for fattening here. Also there are many other lines of farming which in time will prove to be valuable, as it was a matter of but few years ago that cotton was only an experiment, and the first year it was grown, it was a loss to the growers. Whereas, it is safe to say, that this year's crop and its by-products can easily be valued at fifteen millions or more, at the same time furnishing labor to thousands who, otherwise, would not find as lucrative employment. One of the coming crops will undoubtedly be sugar cane and sugar beets, as it has been proven that tonage can be grown on the land here equal to that raised in Cuba and the Hawaiian Islands, and the saccharine is about the same. In the case of sugar beets, the tonage is equal to that grown in and about Los Angeles, with a greater percentage of saccharine.

The reason that these two last named crops are not being grown is because capital has not seen fit to build sugar factories here. In a like manner the cotton industry was not developed until capital stepped in and built gins, mills and compresses.

These products are all grown upon lands that may be had from \$50.00 to \$200.00 per acre, depending largely upon location, development, water delivery and character of soil. As a rule properties may be obtained for a reasonable payment down and balance in annual payments, so as to allow the rancher to really pay for the property from the products of the same in succeeding years.

Considering bank deposits, number of automobiles per capita, the small number of farm loans and mortgages on property here and the general condition of various lines of business in Calexico, it is safe to state that the farmer here is working on his own gold mine, the output depending upon his capital, energy and size of his ranch.

### ALFALFA

The Imperial Valley is the natural home of that wonderful farm crop—alfalfa, for every condition is well nigh perfect. The richest soil in America, abundant water and ideal climatic conditions make the combination that exists and which is making the Imperial Valley the wonderful storehouse of wealth it is today. The returns in dollars which steadily flow into the valley in return for alfalfa hay, fat cattle and hogs, turkeys and butter—all a direct result of alfalfa, has never been computed, but were the actual figures known they would be astonishing.

The alfalfa grown in the valley is the common or Chilean variety. It produces an average of about a ton to the cutting, and in many instances a ton and a half and two tons per cutting. The number of cuttings per year depends on the amount of water used, but the average is six to eight cuttings per year, and in some instances nine and ten cuttings, with the land pastured part of the time. No other land in America, or anywhere else for that matter, will produce more alfalfa per annum, per acre, than the Imperial Valley.

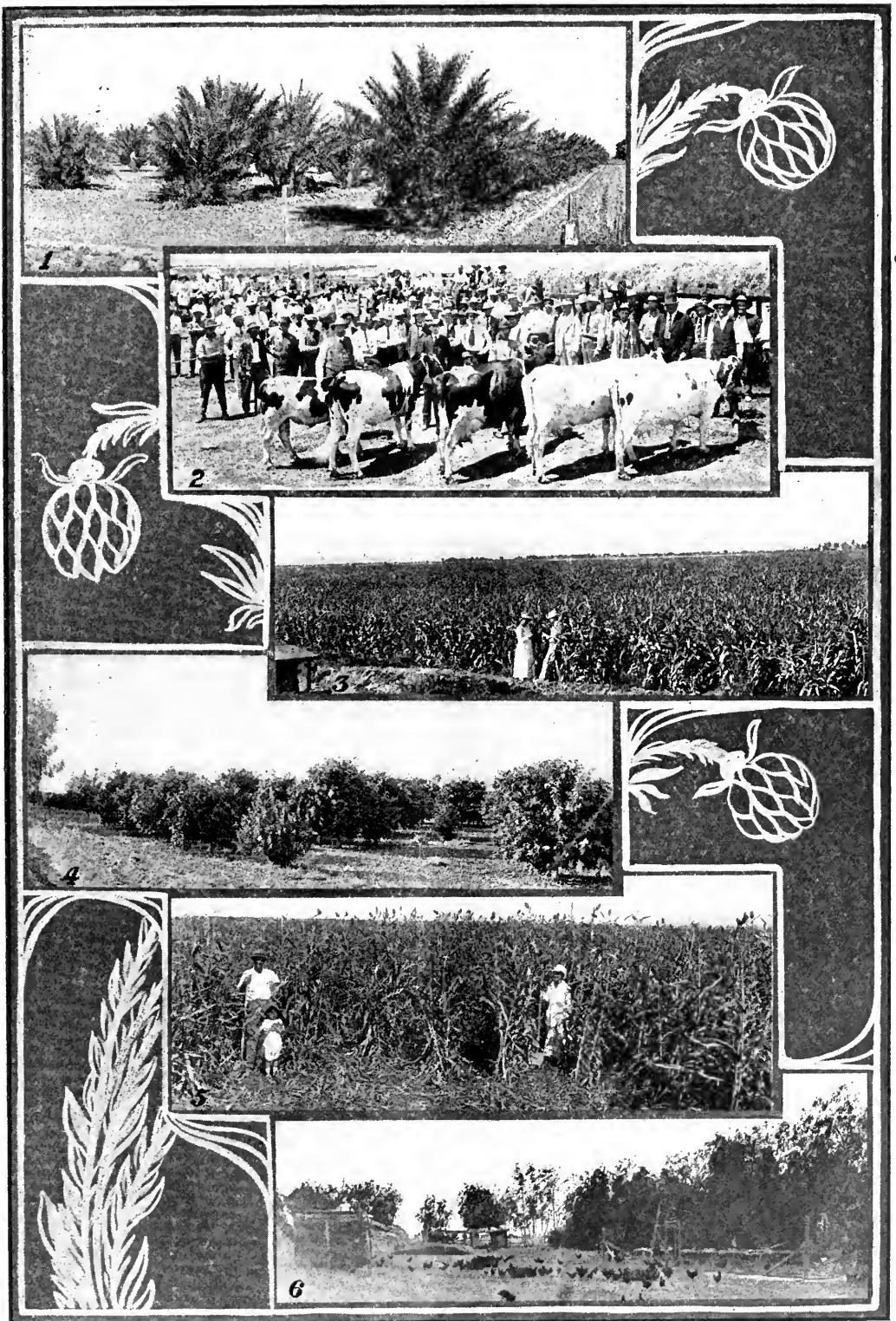
But the Imperial Valley rancher is too good a business man to market a raw product. He sells his alfalfa to the butter man and creamery, to the packing house and butcher in the shape of the finished product.

Imperial Valley alfalfa land will support from two cows to three acres, to two cows per acre, according to the amount of water and attention given. After all has been said, alfalfa is the real back-bone of this wonderful agricultural valley and the producer of millions of dollars of wealth each year.

### DAIRYING

Dairying is one of the big industries of the Imperial Valley. Over 7,000,000 pounds of butter are shipped from the valley each year. Imperial Valley butter commands the top price in the market.

The dairying business is conducted mostly by men who came to the valley with a small amount of capital and a strong determination. A man with \$300 and enough over to pay a month's rent in advance on



*CALEXICO, CALIFORNIA*

- (1) *An Imperial Valley Date Orchard. (2) Auctioning Blooded Cattle. (3) An Imperial Valley Corn Crop Raised on New Ground. (4) An Imperial Valley Orange Grove. (5) How Kaffir Corn Grows in the Imperial Valley. (6) Nowhere Else in America Are Conditions Better for Poultry Raising Than in the Imperial Valley*

40 acres of land can soon be independent.

As an illustration we will take the average cow of the Imperial Valley. She will produce four-fifths of a pound of butter-fat per day, which, at the present price of butter (54 cents) will net 41 cents per day, or \$12.30 per month. To be conservative, she will average that amount for nine months of the year, a total of \$110.70 per cow for butter. The skimmed-milk is worth \$4 per month, or \$36 per year, and the offspring should bring \$25, making a total income from one cow of \$181.70. One can keep 30 cows on 40 acres of alfalfa. The income from the 30 cows amounts to \$5451 per year. The rent will be \$1,000, water \$120, a total expense of \$1120, leaving a profit or net income of \$4331 per year. These figures may seem somewhat overestimated to some eastern friend when he reads them over while sitting by the fireside throwing out his fingers, but if he will go down to the Imperial Valley where the sun shines 365 days in the year and see where the cows roam in the green pastures the same number of days, he will soon be convinced that dairying in the Imperial Valley is a vocation of pleasure and profit.

### BEEF CATTLE

Owing to large acreages being devoted to cotton and melons, the finishing of fat steers has not been carried on as extensively as in former times. The cattle business is still a good paying one, and by devoting the land to grain, such as barley or oats, followed by corn or Sudan grass, with a few acres planted to alfalfa, one can select the number of head his acres can handle and practically feed a good sized bunch of cattle on feed that otherwise would be of little value. To make it more clear, if one cares to carry cattle the year round, one would be safe with about one hundred head on 160 acres of grain and corn and some alfalfa. Generally during January and February, one can purchase cotton stalk pasture for \$1.00 per head per month for small cattle, too young and rough for market.

The best method just now is to purchase good grade steers from Utah and Nevada and bring them in in late October and start them on corn stalks until green barley is ready, by November 15. Also give them alfalfa hay and some oil cake. A two or three years old good grade steer will be ready for the market by February and March, just at a time when fat cattle are scarce up the coast, owing to the depletion of beet-top fed steers, therefore the prices are the best at this season of the year.

It has been found that shredded corn stalks make very good feed. Cut stalk before or after heading the corn and thresh stalk and all, or run through a feed chopper, and cattle keep in good condition, and will fatten if fed to them while grazing on green barley and oats.

If one is careful enough to select the best grade steers at the right price, and the proper number of head for his acreage, they will pay big profits on the investment. In

fact, there is nothing that will bring such fair returns with so small an amount of labor expended, as beef cattle.

### SWINE RAISING

Imperial Valley offers great opportunities to those desirous of entering the swine industry. The possibilities are unlimited.

Due to the productivity of the soil and a bountiful supply of water, large crops of corn, barley and alfalfa are produced. This combination of grain and alfalfa pasture means a low cost of pork production.

Imperial Valley is fortunate in having a mild winter climate, which is extremely favorable to the swine industry. One raises two litters a year. In most other sections, fall litters are not desirable, but in Imperial Valley, where no housing is necessary, the fall pigs are cared for just as easily as the spring pigs. Barley or rye if seeded early in the fall provide pasture during the winter months.

Hog raising is conducted on a larger scale in Imperial Valley than in most sections for the reason that there is an abundance of green pasture during the entire year and the housing of the pigs during the winter season is not necessary. Herds ranging from one thousand to two thousand head on small acreages are not unusual.

Market conditions are good. At the present time, Imperial Valley is shipping on an average of forty carloads of fat hogs weekly. The cities of Los Angeles and San Diego using the supply.

Imperial Valley, due to the fact that there is continuous sunshine the year 'round, is remarkably free from swine diseases.

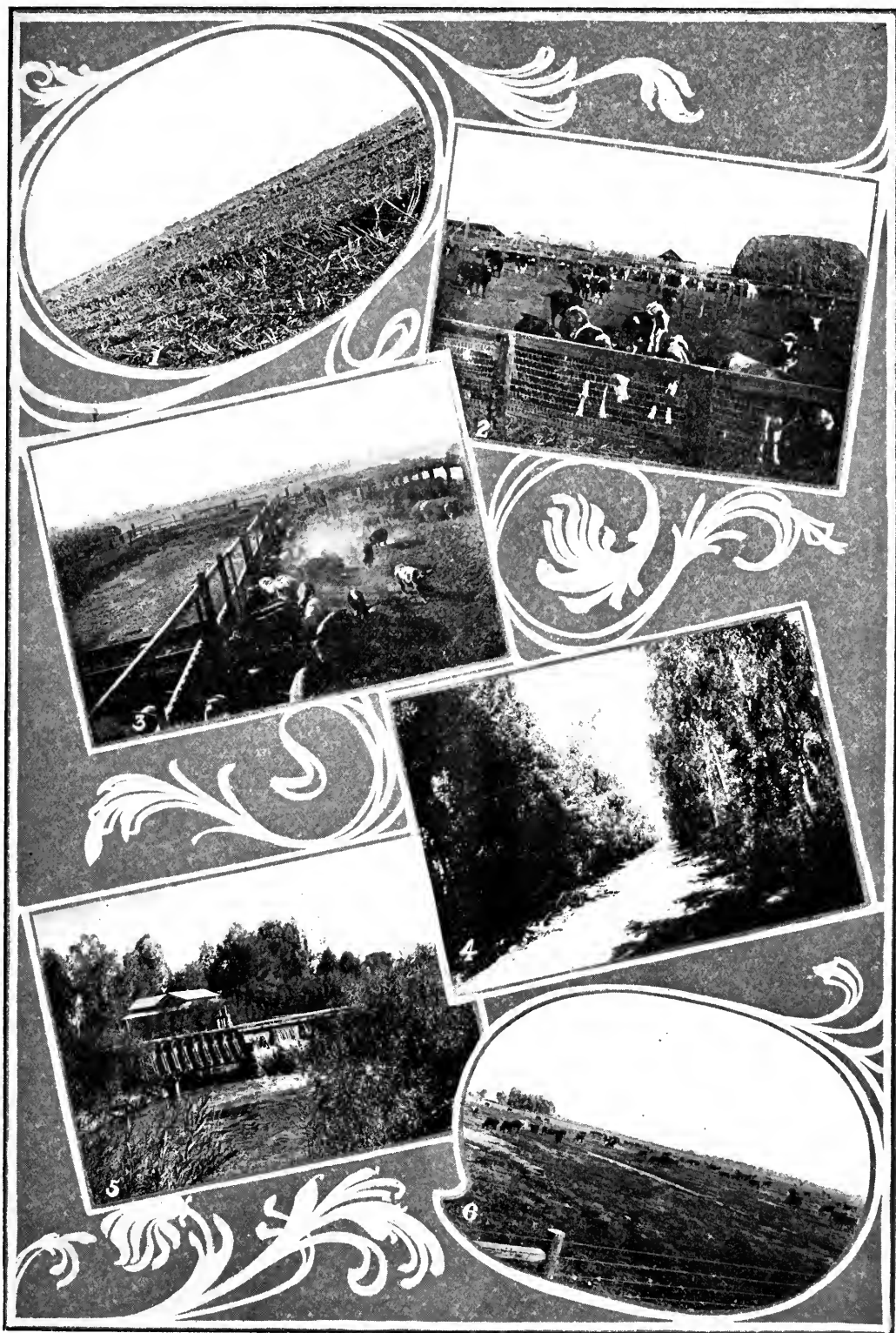
The outlook for the swine industry is bright. By utilizing barley and alfalfa pasture with a light grain ration during the growing period and then feeding a heavy grain ration during the fattening period, a splendid profit may be realized with the present price of pork. If the farmers produce the grain larger profits can be expected.

### POULTRY

Poultry, in the Imperial Valley, is a real factor in the general prosperity. No longer is poultry a mere side-issue of the ranch. Excellent markets, cheap feed and a year 'round climate has proven an unbeatable combination. Flocks have been improved with careful selection and scientific breeding and the result has proven such as wonderful success that hundreds of thousands of dollars have been added annually to the flood of wealth that has come into the valley.

At the present price of eggs the income from a good hen is close to \$6 a year. Less than half that amount is more than ample to keep her. A flock of a thousand well-bred chickens assures the owner an income of at least \$3000 a year,—quite enough to feed, clothe and educate an ordinary family. With the owner growing his own feed and green stuffs, this figure can be materially increased.





CALEXICO, CALIFORNIA

- (1) Calexico Produces Thousands of Sheep. (2) Fattening Cattle Near Calexico. (3) The Imperial Valley Is One of the Greatest Hog Countries in America. (4) A Road Near Calexico. (5) A Diversion Dam of the Water System. (6) Fattening Cattle on Alfalfa.

Climatic conditions in the valley are ideal for poultry. 365 days of sunshine, and as many days of green pastures with practically no rain nor storms, make for ideal conditions.

Turkey raising has been reduced to a fine art in the valley. Imperial Valley turkeys are said to be the finest table birds grown anywhere, and are famous all over the country. 40,000 turkeys are shipped annually from the valley.

### CITRUS FRUITS

The importance of citrus fruits is just coming to be realized by the ranchers of the Imperial Valley. Comparatively few know yet of the profits to be made, of the certainty of the crop, and the quality of the fruit grown here. The industry will soon take rank with those that lead, as the facts become better known.

A few years ago, when no one knew whether oranges, lemons and grape fruit would grow in the Valley, experiments were begun by some of the ranchers, who went about the work in a systematic, scientific way. They laid the foundation for the future of the industry, and on that foundation it is being built up substantially and with remarkable progress. In all directions are young orchards of the three fruits named, flourishing and bringing in profits greater than the growers ever hoped to realize. While it has been proven that oranges and lemons grow larger and of better quality than on the coast, or in many other sections of the south, it is the belief of the growers, who have spent the most time in experimenting, that the safest and most remunerative fruit crop that can be grown here is the pomelo, or grape fruit.

The experience of F. Kloke, whose ranch adjoins the City of Calexico on the north is interesting and conclusive in support of this belief. He has fifteen acres of pomelo trees, just coming into bearing, all of the Marsh seedless variety. He chose the Marsh because it is larger, sweeter and undoubtedly better adapted to this section than any other variety. Comparative tests made by experts proved that samples from his orchard contained more sugar than samples of the finest grape fruit to be obtained from Florida orchards, while the superiority of the Imperial Valley product over that of the

California coast sections is admitted without question by those who have compared them. It is the positive belief of growers of the pomelo that no other crop that can be grown will give as satisfactory results or as large returns. The pomelo tree comes into full bearing at five years, although the fourth year crop is often very large. The trees will stand more moisture than any other, coming originally from marshy land and the danger from infrequent frosts that might injure the trees or fruit may be easily obviated by irrigation of the orchards.

The sweetness of Imperial Valley oranges and tangerines and their superiority of flavor and coloring over the coast products are admitted by fruit growers of all sections.

### PROFITS IN PEARS

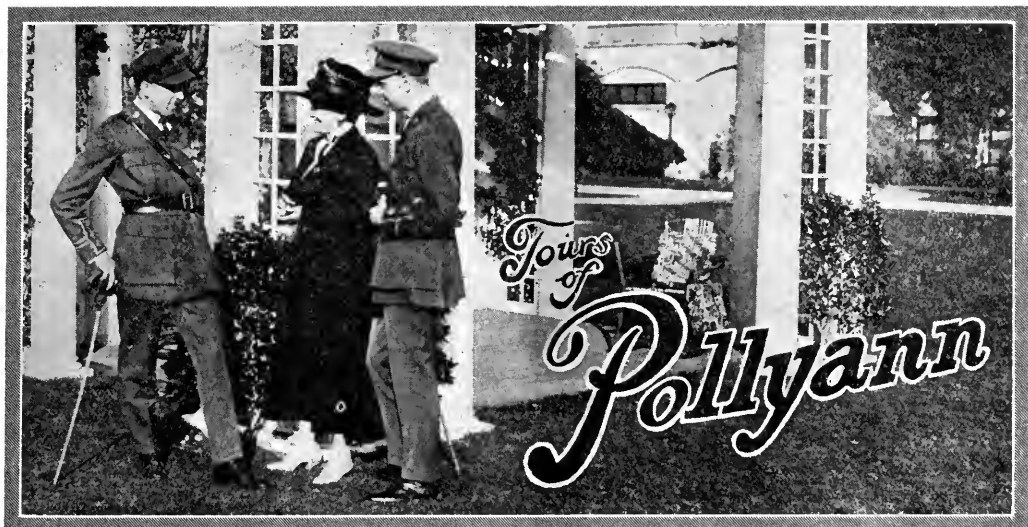
The largest pear orchard in the Imperial Valley is within a ten-minute walk from the heart of Calexico. Here are 20 acres of trees that are eight years old, and in full bearing, and 45 acres of young trees. From the 65 acres, the owner gathered 4300 boxes of fine pears this season. There is no doubt that with careful attention to selection, planting, irrigation and cultivation, pears can be made to yield considerably better than \$150 an acre. The pear tree is, next to the olive, the longest living fruit bearing tree known. The orchardist who plants and cares for pear trees is providing fruit for his grandchildren, and for future generations to enjoy. The pear comes into full bearing after the fifth year, and increases its yield annually for many years. While the young trees are approaching maturity a considerable revenue may be obtained from the land devoted to the orchard by planting kaffir corn, canteloupes and similar crops between the rows of trees.

### CHAMBER OF COMMERCE

Calexico has a live Chamber of Commerce whose function is to give reliable information to the stranger in her midst or others seeking information about the city or tributary country. A letter addressed to the secretary will bring prompt and reliable information on any subject. But better still, visit this rich and prosperous country where life is worth living, see the bustle and activity and join the army of the prosperous, for Calexico will welcome you.







## Pollyann meets new experiences at the Hotel Virginia

*My dear Isabel:—*

**J**UST cast your eyes over your own Pollyann with a great, big, handsome, young soldier on either side of her. Do you know how proud I felt to be with those two brave fellows?

Well listen and I'll tell you.

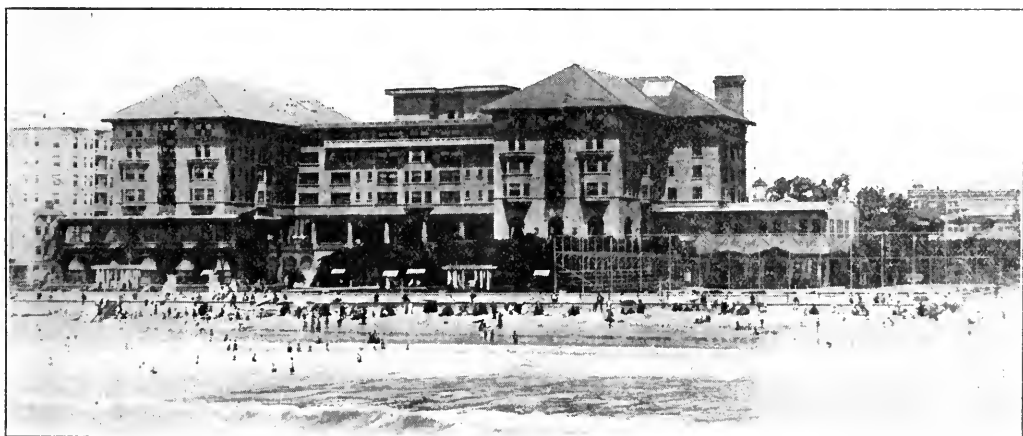
First of all they are Canadian Officers home on invalid leave right straight from those terrible trenches "Over There."

They are from two of those now famous regiments which held their sparsely manned lines in the bloody battle of the Somme. Fighting in the dark at better than five paces apart and with no support, twelve thousand of those gallant Canadians withstood a hundred thousand Germans. Oh, Isabel, it must have been just wonderful. Why it is marvelous to even think of those lines of

thoroughbreds fighting an almost forlorn hope against such awful odds, and then, thank God, beating back the barbarous Huns, finally driving them to where they came from, and capturing their strongholds.

Of course, Isabel, I am an American to the backbone, but, as you know, there is a big strain of British blood in my veins, and when I met these two grand, bonnie lads who had "done their bit" for Liberty and Democracy, it just made me swell up with pride over the fact that the Anglo-Saxon races are really and truly united in the great cause.

I had just read the exploits of these Canadians as recorded by one of their own privates, and, little thinking I was destined so soon to meet some of them, had motored down to the charming Hotel Vir-



" . . . had motored down to the charming Hotel Virginia at Long Beach, for a Sunday outing."

ginia at Long Beach, for a Sunday outing. There I found a colony of Britishers from way up beyond the border and among them these two officers, Captain Thomas D. Harris and Lieutenant Everett F. Stovel.

Say, Isabel, I don't wonder at the way those Canadians are making life pleasant and comfy for their two heroes. Well, they certainly deserve it.

If you wish to get a real idea of what Canada has been doing "Over There" just read "Private Peat—His Own Story," published by Bobbs-Merrill, Indianapolis.

Mayhap you have already read it, but if not, get busy. Then hurrah yourself hoarse over the glorious achievements of our northern neighbors—no, Isabel, not our neighbors, just our brothers.

Down at the Virginia there are also plenty of our own boys, as the hotel has become a veritable headquarters for Army and Navy families. It is close to the harbor base, and when off duty or excused from instruction, the lads in blue or khaki can, in a few minutes, be with the loved ones from whom an order may separate them at any minute.

Colonel Drake is an old soldier and he knows what is wanted, so at the very beginning of the mobilization he fitted up one of the largest and pleasantest rooms in the hotel for a club room in which men in every branch of the service may enjoy themselves. Besides, Isabel, you know how well Army and Navy people love real healthy recreation and right now the Virginia is furnishing plenty of it; and the social life is at flood tide there. There are Wednesday night Hops and Saturday night Dances, with plenty of motor parties down from Los Angeles to enjoy an evening, pre-

ceded by one of the Virginia's famous dinners.

You know what a really, truly fiend I am over golf. Oh, no, dear, I am no further advanced toward the expert class than when we took all day to make one round at Monterey, but I am a fiend just the same. Well, there is where the Virginia will get me every time I can steal away. There is a Virginia Country Club with links that possess the only water hazard in the United States. No, I have not made that hazard yet, but after a few dozen more "foozles" I shall really begin to be hopeful.

I had one great big surprise at the Virginia. You know what a lonesome place the average hotel is for the youngsters. Generally you will find a long list of stern rules and "don'ts" that bar the kiddies from everywhere, save perhaps some desolate nook or corner. At most places they are given no attention or consideration at all or else sidetracked away off and constantly told that they must neither be seen or heard, with never a chance to go in for any of the enjoyments of real child life.

Of a consequence, I have always pitied the children living in hotels, but the Virginia has changed my viewpoint, because here at least, someone remembers their own childhood and has prepared for the little folks as well as for the grownups. I really do not know who the leading spirit is, but have a vague suspicion that cheery Colonel Drake inaugurated the movement upon which is based the Virginia's system of entertaining its child guests.

First of all, there is a wide-spreading lawn, with never a sign of "Keep off the Grass." Then there are the tennis courts with hours for kiddies as well as for the



*"There is a Virginia Country Club with links that possess the only water hazard in the United States."*



PHOTO BY G. EDWIN WILLIAMS

*"Then the little folks are all gathered into some cosy nook and a sweet little woman, with the soft accent of 'Dixie,' sits down among them and tells delightful tales."*

older players. Better than everything else is the beautiful beach of glistening sand where those marvelous sand houses can be built, forts piled up, sea shells gathered and a hundred other little pleasures so dear to the hearts of the little folks. Over it all is the bright, year round sunshine, which adds to the gladness of everything.

After the romping, there is the ever welcome bathhouse, with its plunges and all kinds of water sports, presided over by watchful and careful attendants, to say nothing of a dip in the surf for those who are old enough.

But the great surprise comes when supper is over and the shadows are closing in. Then the little folks are all gathered into some cosy nook and a sweet little woman, with the soft accent of "Dixie," sits down among them and tells delightful tales from which they can form those dreams that so often come to the sleep of childhood's innocence. I really believe this story teller, whose sole aim in life is to bring happiness to the Virginia youngsters, gets an even greater measure of enjoyment from her work than do her audiences. If you could see her surrounded by her diminutive hearers, each face bearing an expression of deepest interest, you would realize the success this unique innovation is making down in this hotel by the sea.

I remember when I was occasionally treated to just such an hour of unalloyed joy. I was not fortunate enough to have them as a daily source of happiness. Right

now, Isabel, I developed a heap of interest, not only in the way those little ones drank in every word of the story teller, but I will confess to a few moments of real kiddishness when I found myself giving close attention to the sweet little tales.

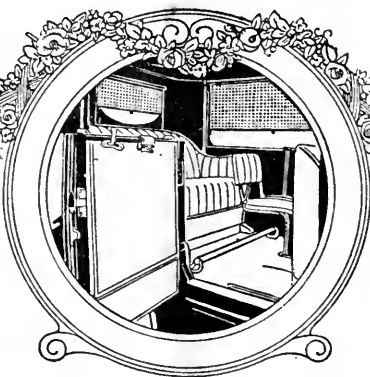
It really seems to me that this absolute novelty in hotel life is one that could be profitably duplicated by many another hostelry in this great country of ours renowned for its perfect hotels.

With all of its splendid attractions I must say, Isabel, that I am delighted with my all too brief visits to the Virginia. Primarily, it is a wonderful hotel when one figures that it possesses one of the most charming beach locations and yet is as perfect in its appointments as though it occupied a place in the heart of a big city. Besides its special features there are the usual beach attractions, with a host of varied amusements and surf bathing every day in the year.

Oh, I tell you, my dear, I am just beginning to find out just what my own California is offering to her visitors and every little journey I take causes me to be just a trifle more proud of my state's splendid development.

I know that you will be interested in all these splendid nooks that I am telling you about and I hope you will soon be permitted to see them in company with your loving

*Pollyann*



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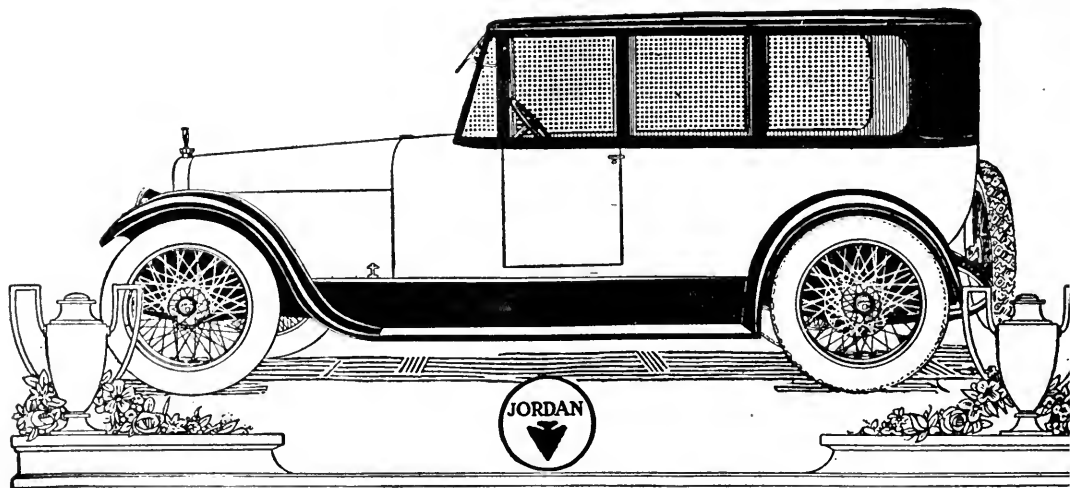
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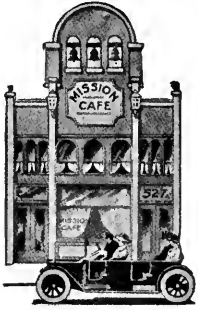
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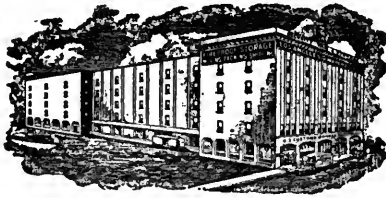


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178	Grand Rapids.....	2 10 P M	5 00 P M	10 35 P M		6 05 A M
326	Ar Traverse City.....		11 30 P M			1 20 P M
387	Charlevoix.....					4 15 P M
402	Ar Petoskey.....					4 45 P M
		Daily Ex. Sunday	Daily from Grand Rapids	Daily		Daily Ex. Sunday
0	Lv Petoskey.....		12 25 P M			
15	Charlevoix.....		12 57 P M			
77	Lv Traverse City.....	5 30 A M	3 30 P M			
225	Grand Rapids.....	12 30 P M	11 55 P M	4 50 P M		7 05 A M
250	Holland.....	1 12 P M	1 00 A M	5 43 P M		7 51 A M
313	Lv St. Joseph.....	2 40 P M	3 35 A M	8 08 P M		10 10 A M
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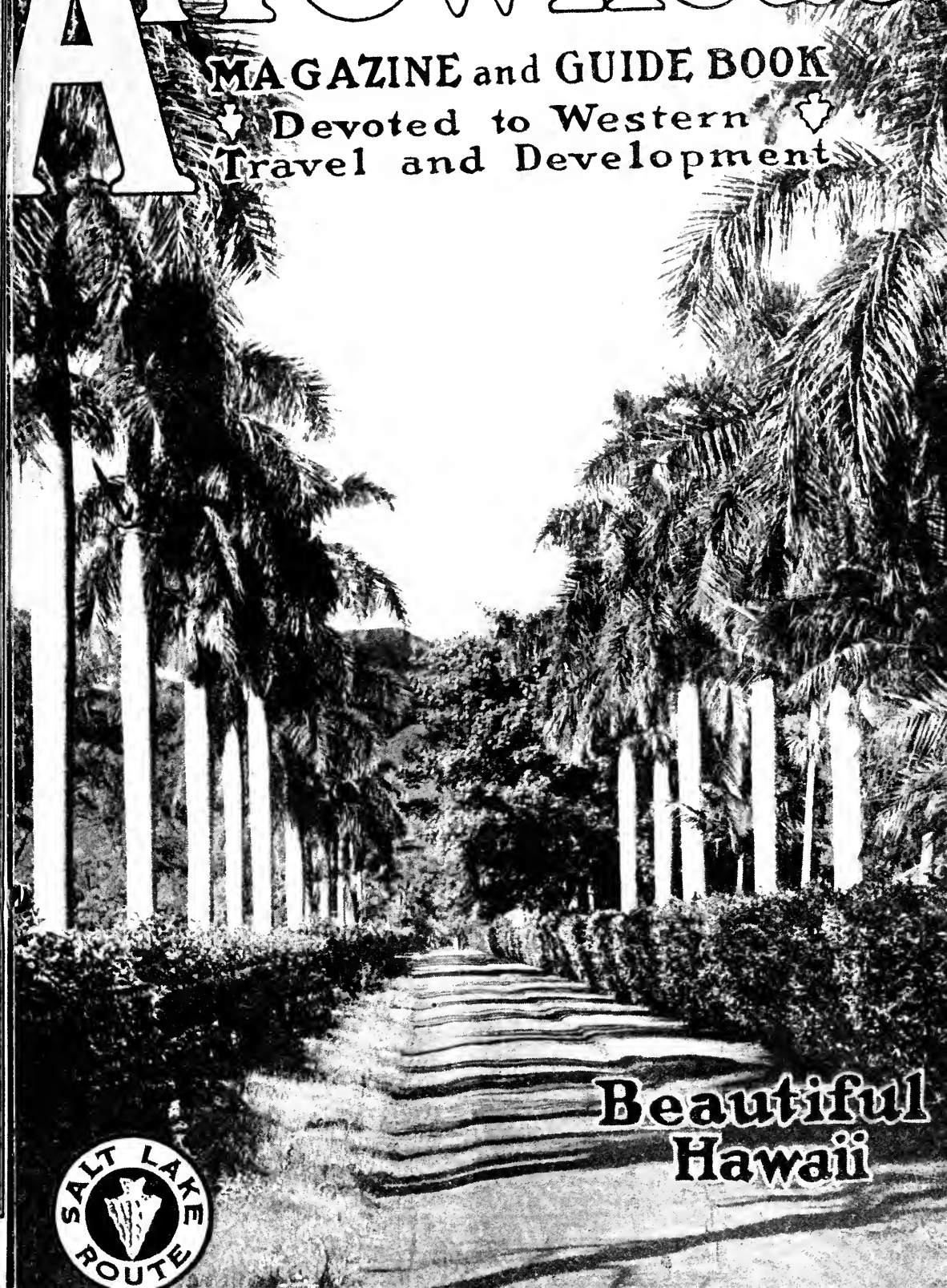


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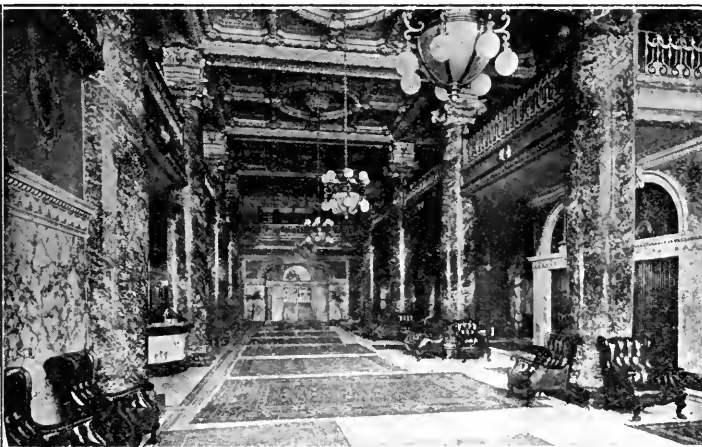
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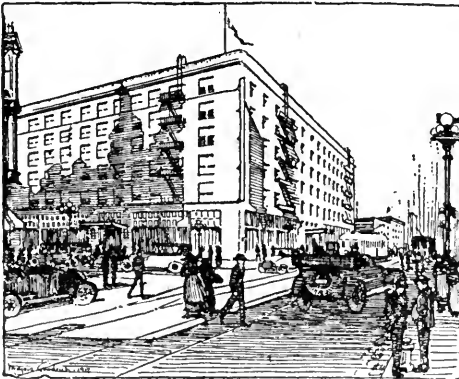
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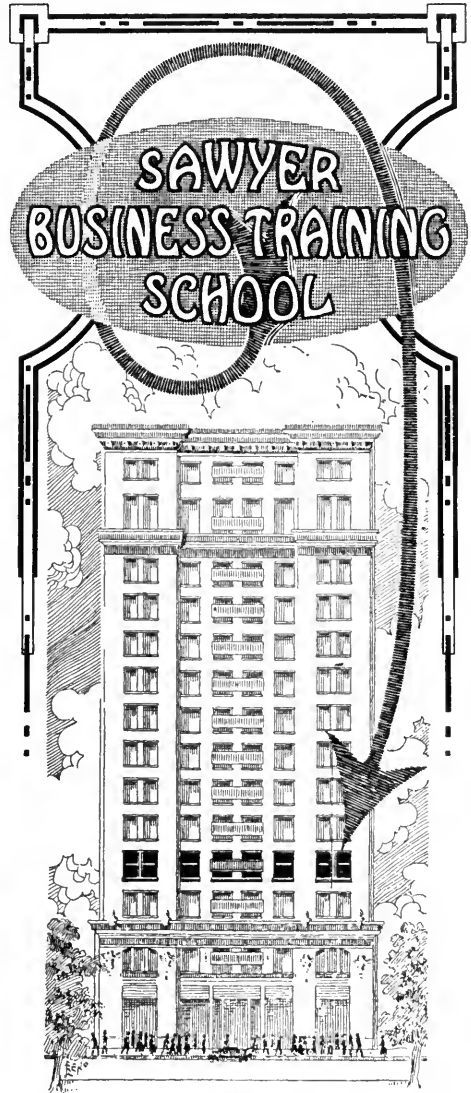
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GEO. A. COLLINS Secy.

# THE ARROWHEAD MAGAZINE *and* GUIDE BOOK

Devoted to Western Travel and Development

Published at Los Angeles, California by the Industrial Department of the  
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F. A. WANN, General Traffic Manager

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## HONOLULU *and* The TOURIST

*"The Paradise of the Pacific"*

By MASON W. W. GILBERT

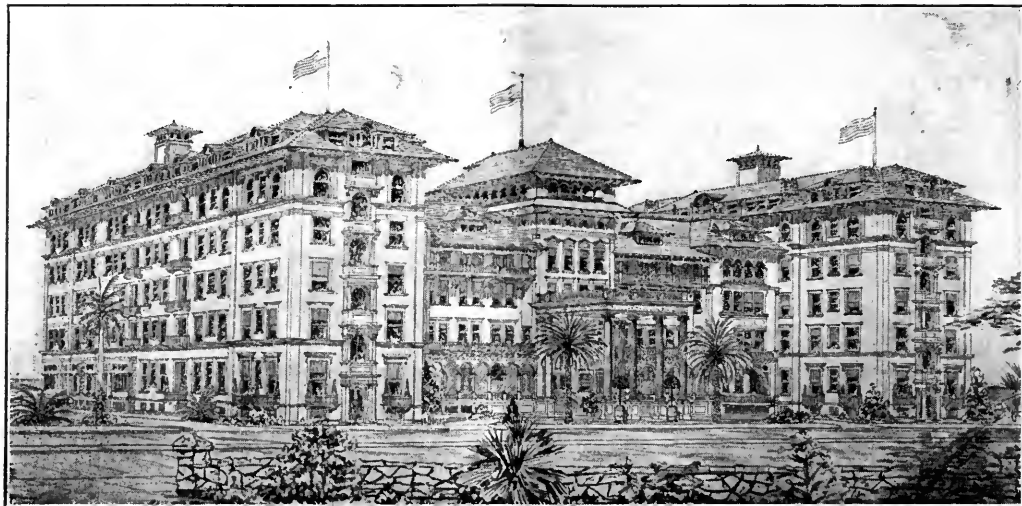
WHILE the efforts of the nation are being concentrated in many ways to "win the war," the tourist resorts in the south, in the west, and in other directions are thronged with pleasure seekers. This may seem an anomaly, but it is not so. To accomplish the great purpose to which the whole nation and its allies are devoted, efficiency is above all things essential. National efficiency is a multiple of that of the many who constitute the nation, and individual efficiency, whether in the pursuits of peace or war, is enhanced by an occasional respite from the cares of business or professional duties. Hence, while never losing sight of the one great aim

that all have in view, the American public takes its annual vacation, each according to the measure of his purse. It does so with a clear conscience, and with the knowledge that a break in the routine of work will sharpen the faculties, tone up the system, and add to the capacity for work, of whatever kind it may be. So much for the tourist in a general sense.

As to Honolulu and the Territory of Hawaii, it is only within the last few years that the interest of the traveling public has begun to be directed thither, and even to-day there is a good deal of misconception regarding that island paradise among people who are classed as being well-informed.



*Beautiful City and Harbor of Honolulu.*



*The World Famous Moana Hotel, Honolulu*

For some reason that is not very clear many have gained the impression that "the season," that is to say, the best time to visit the islands, is in the winter months, more particularly February and March. As a matter of fact, there is no "best time:" the climate is always agreeable. Though in the winter it is a trifle cooler, the variations of temperature throughout the year are very slight, as will be seen on perusal of the tabular statements published by the Hawaii Promotion Committee.

Located just within the tropics, the climate of these beautiful isles is nevertheless virtually semi-tropic. A man in white linen clothing is exceptional: most men are clad in the ordinary American business suit, but of a somewhat lighter texture than is usually worn on the mainland.

One thing that has done much to attract the tourist in February is the annual carnival on Washington's birthday, the many novelties of which in past years have made a lasting impress on the memory of many a departing guest. This year, however, in war time, and the carnival, although it will undoubtedly afford some features of interest, will be more limited in its scope than formerly.

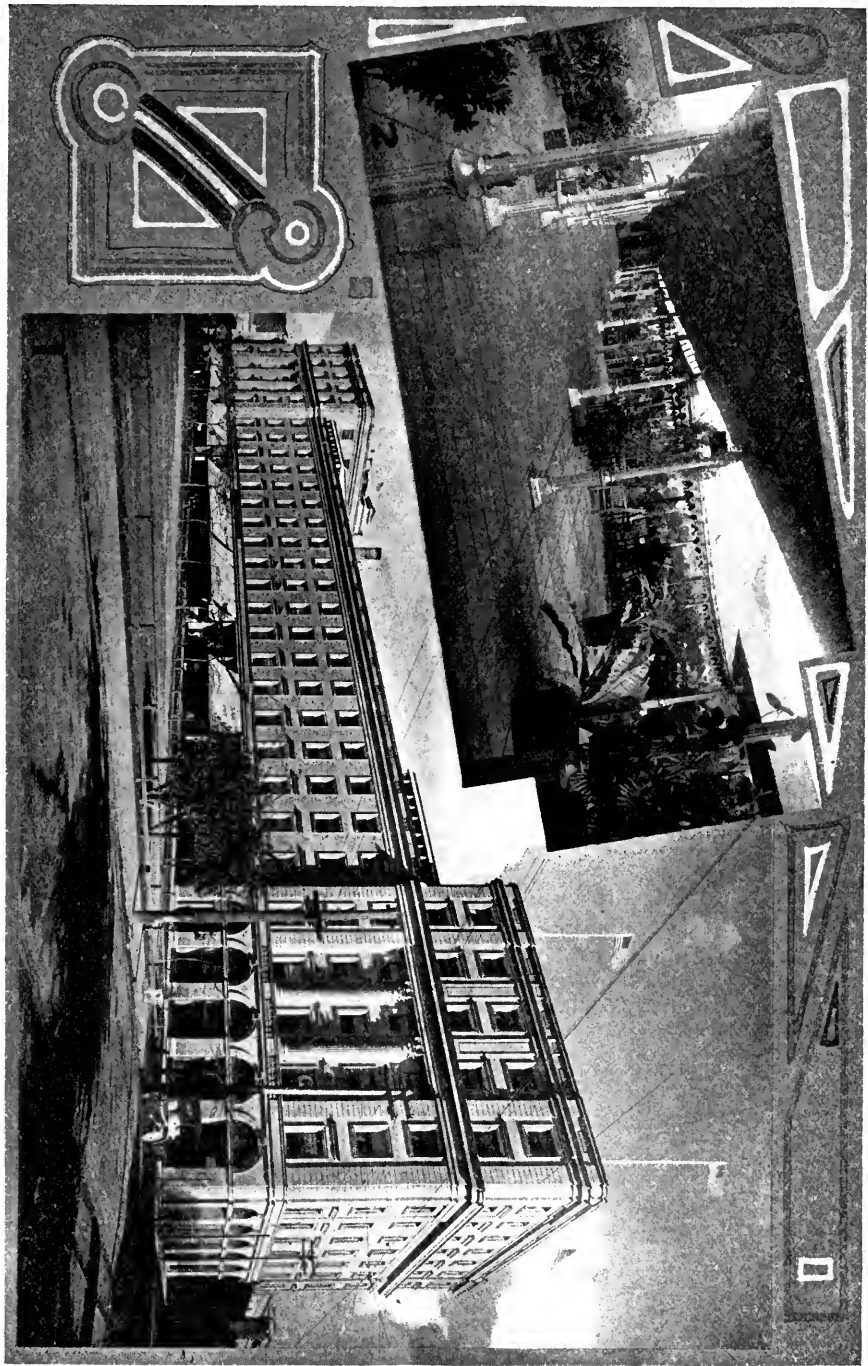
The gorgeous flora of the Islands, much of which is indigenous, is to be seen at its best during the summer months. The great mass of brilliant color exemplified in the bougainvillea or the poinciana, is such that if portrayed by a painter it would be pronounced exaggerated. Yet these and a profusion of other wonderful specimens are seen in the well-kept grounds of many a home in the suburbs of Honolulu. For those in quest of floral beauties the "best time" to visit the Islands is the summer, though flowers are in evidence more or less at all times. But there are many things besides flowers.

During the early months of last year there was a sudden influx of tourists—more than ever before, and for a week or two

the resources of hotel keepers were taxed to the utmost. Some people were unable to secure such accommodations as they desired, and this, together with the fact that the Navy Department has commandeered several of the largest steamers running to the Islands for use on the Atlantic, has tended to discourage travel. It has done so to a much greater extent than is warranted by the facts. A good many people who have been there in former years, and others attracted by their glowing accounts, had planned Island trips for the early part of 1918, but have cancelled their reservations. They have done so for two reasons, one of which no longer exists, while the other is problematical. The lack of sufficient hotel accommodations, which even in the past has caused only temporary inconvenience, has been entirely remedied. Of the better sort there are enough and to spare for all the travel that is likely to come for many years. The proprietors of the Alexander Young, a down-town hotel, who also control the Moana and the Seaside on Waikiki Beach, have within the last year invested close on to a million dollars in their determination to keep pace with the ever increasing stream of tourists. Their enterprise is, and always has been, ahead of the times, to their own detriment as investors; but they have faith in Honolulu and its ultimate development, they have built for the future, and the visitor at Honolulu today has the benefit of the splendid modern equipments lately installed.

The Alexander Young Hotel, a stone building, absolutely fire-proof, is the headquarters of the Hawaiian Department of the United States Army, whose offices occupy an entire corridor some four hundred feet in length. This in itself makes the Hotel extremely popular. Its luxurious lobby is a gathering place where all the better elements of society mingle, where military and naval uniforms are much in evidence, and where one is kept in constant





*Showing an Exterior View of the Magnificent Alexander Young Hotel, Honolulu. (2) A View of the Beautiful Alexander Young Roof Garden.*



(1) *The Beautiful Travel Plant, Honolulu.* (2) *Hedge of Night Blooming Cereus 2000 Feet Long, Honolulu.* (3) *A Palm Grove, Honolulu.* (4) *Native Boys Climbing Coconut Trees.*

touch with events of the hour, both local and general. The Islands are connected by cable and wireless with all parts of the world, and the free information bureaus of the Hotel and the Promotion Committee are highly efficient.

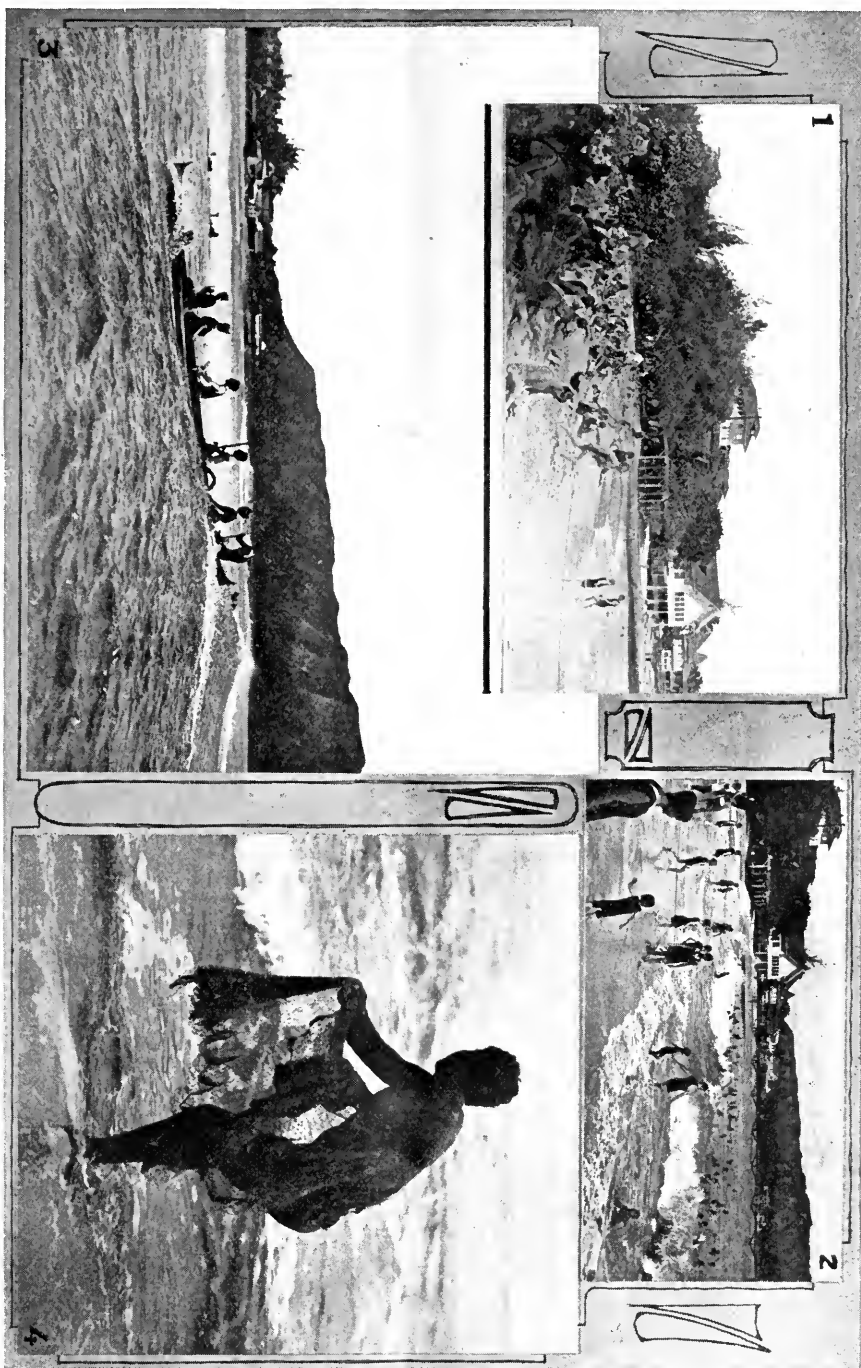
The roof garden of the Alexander Young Hotel, with an area of one-third of an acre, is familiar to all trans-Pacific travellers. Fanned by the gentle trade wind, commanding an extensive view over the picturesque range of mountains at the rear of the city, as well as several miles of the coast line of the island of Oahu, the roof garden is a delightful retreat, with its mature growth of island flora tastefully disposed with an eye to beauty. On concert nights it is thronged, and the management has been particularly fortunate in its selection of high-class musicians, dancers and cabaret performers, whose repertoire and personnel are changed at frequent intervals.

Both at the Young and the Moana new wings of fire-proof construction have just been completed, each room having its private bath, and being up-to-date in every detail of its equipment.

Those visitors whose sole aim is recreation generally prefer the Moana, owing to the unequalled facilities it affords for bathing, surf-boat riding, or other aquatic sports. The view from the upper rooms in the new wings commands an extensive vista over the mountain tops and of pass-

ing vessels at close range, while a cool breeze is always blowing.

As to the transportation problem, as these lines are written it involves an element of uncertainty, but it is hoped that before they are in print there will be a definite solution. The Coastwise Law Suspension Act was passed by Congress some months ago, which means that foreign vessels may obtain permits to carry passengers and freight between two American ports. The issuance of such permits is in the hands of the United States Shipping Board, and the manner of issuance is largely discretionary with that body. At present single permits are issued for single trips, and under that arrangement it is not practicable to advertise sailings in advance. A definite announcement of a company's ability to carry passengers from San Francisco to Honolulu by a certain steamer on a certain date might be premature. The existing regulation is therefore a handicap to the shipping interests, as well as to those of the prospective traveller, and tends to defeat the very object which the Coastwise Law Suspension Act was intended to attain. The intention of the law was to provide a substitute for those transportation facilities which were withdrawn in order to meet the exigencies of war conditions. Anyone can see that the situation is illogical: the law is not accomplishing the purpose for which it was designed, and the weak point lies in the man-



HAWAII'S MAGNIFICENT BEACHES AFFORD ENDLESS PLEASURES  
(1) One of the Popular Beach Resorts of Hawaii. (2) Hawaiian Beaches Are Safe for the Children. (3) Surf Boating Is a Popular Pastime. (4) Hawaiian Fisherman Casting a Net.



*Waikiki Beach, Honolulu.*

ner of its administration. It seems reasonable to expect that the United States Shipping Board, when it has had time to properly organize, will recognize this, and strong pressure to that end is being brought to bear by the combined influence of the Honolulu Chamber of Commerce, the Hawaii Promotion Committee, and the Honolulu Ad Club, as well as by representatives of transcontinental railroads. Their plan is to induce the Shipping Board to issue permits for six months, not for individual steamers, but covering all the regular lines.

At present there are six companies operating regular schedules to Honolulu. The Matson line is a local one running between that point and San Francisco. The Oceanic makes Honolulu a port of call to and from Australia. The Pacific Mail does likewise

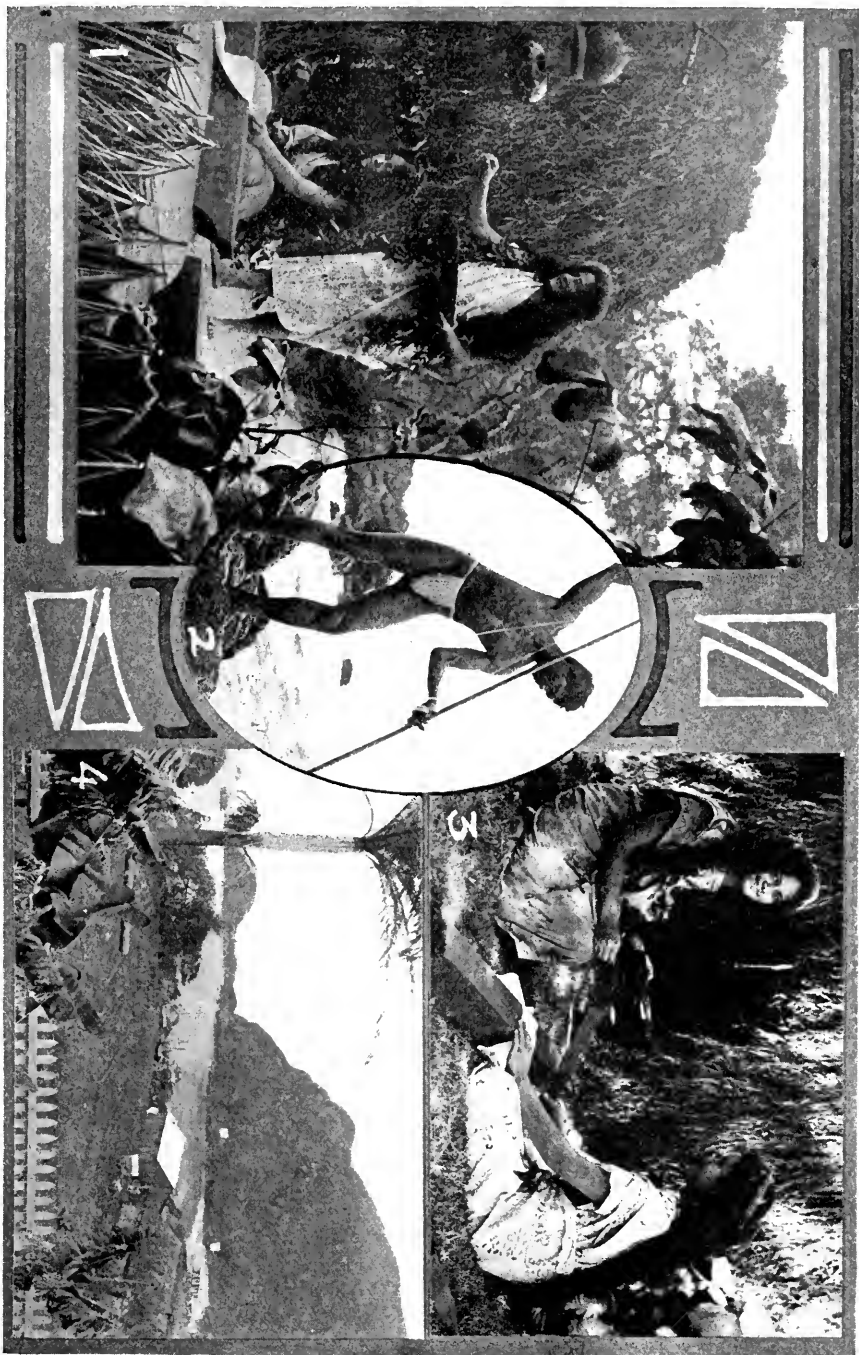
to and from the Orient. These are all American owned, and were not affected by the Coastwise Law. The Toyo Kisen Kaisha and the Netherlands Royal Mail (Japanese and Dutch respectively) both operating large, fast and well-appointed steamers of a modern type, take in Honolulu on their way to and from the Orient. The splendid steamers of the Canadian-Australian line always call at Honolulu, and there is no hindrance to obtaining passage by them, as their sailings are from Vancouver, which is a British port.

It will be seen, therefore, that while transportation arrangements are temporarily disorganized there is no need to abandon an intended trip. Full information may be obtained from any of the steamship offices, transcontinental railroads, from Thos. Cook & Son, and Raymond & Whitcomb.



*Harvesting Pineapples in Hawaii*





PICTURESQUE SCENES OF NATIVE LIFE, HAWAII

(1) A Grass House in the Puna District. (2) A Native Hawaiian Fisherman. (3) The Native Girls, Clad in Tapu Cloth, Seem Always Happy. (4) Along the Shores of Hawaii Are Many Fascinating Scenes.

# SOUNDING AN ACTIVE VOLCANO

## Kilauea, the World's Greatest Active Volcano

By L. W. DE VIS-NORTON

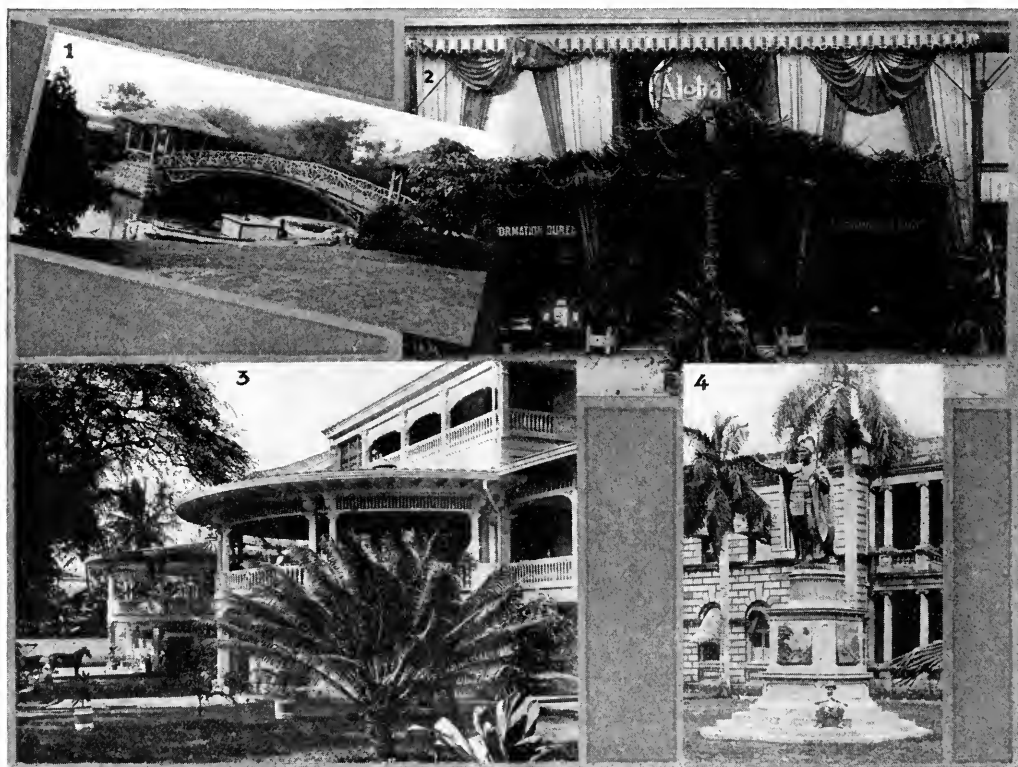
**N**O-ONE with any sense would consider a visit to the Hawaiian Islands complete without a sojourn of at least three days at the Volcano of Kilauea, at once the world's greatest active volcano and the world's supremest wonder.

Thousands have made the pleasant steamer and automobile run from Honolulu and on the day after sailing have stood upon the edge of the inner crater gazing with awe-struck eyes at the vast sea of fire directly below them. There lives not a man nor a woman who can look at that stupendous manifestation of the uncontrollable forces of nature, and not come away humbled in spirit, and with a firmer belief in the wisdom and power of the Great Architect of the universe in which we live.

Even over those few, who, like myself, have the privilege of constant association

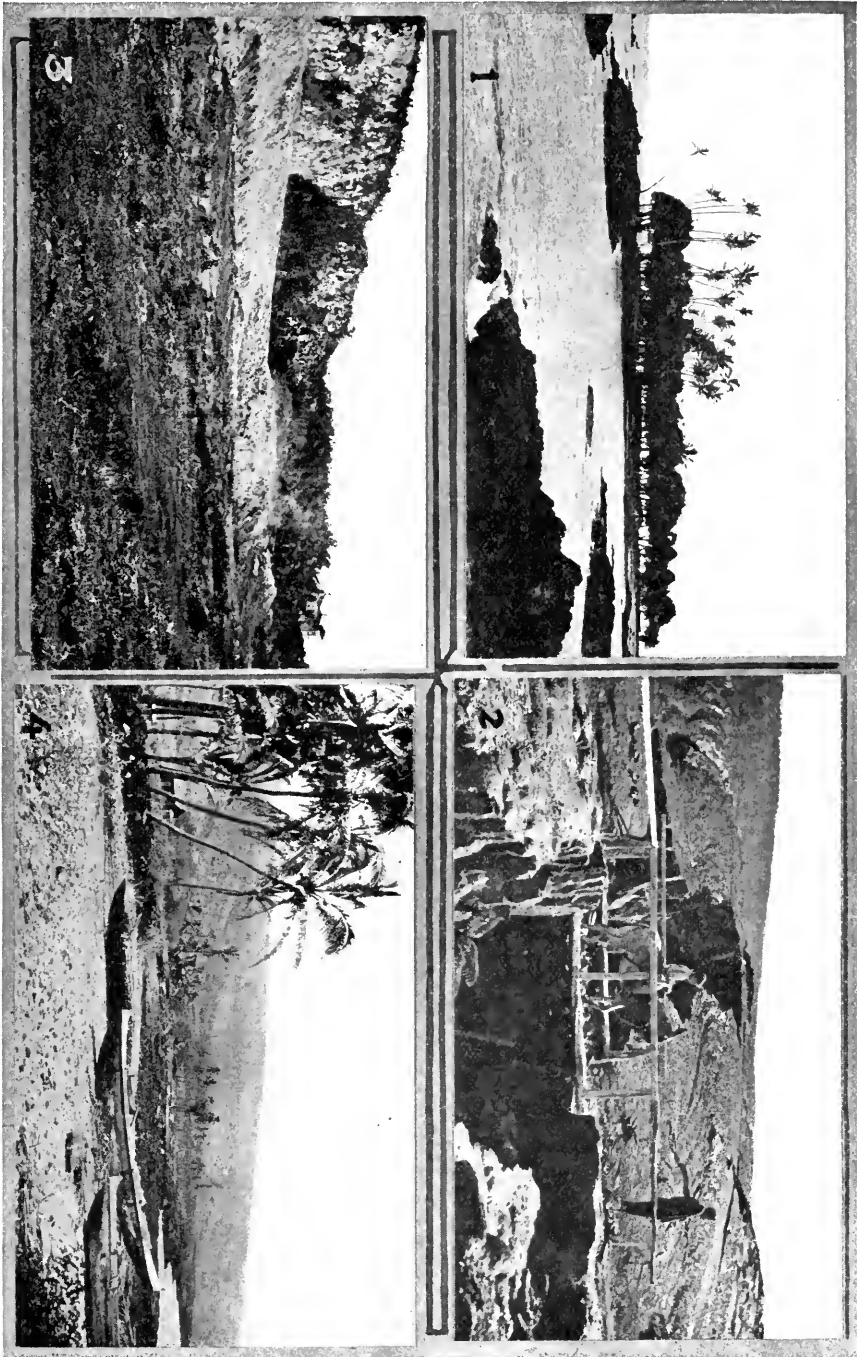
with its moods and habits, and to whom it is an everyday occurrence to note its almost constant changes, the spirit of the great volcano has cast a wondrous spell, so that we dare not stay away from it even if we would, but go back again and again for a yet closer acquaintance, certain in the knowledge that there will be something new to see and something fresh to learn.

Perhaps one may be permitted to look upon the great crater and the neighboring volcano of Mauna Loa, whose gigantic bulk, —the greatest island mountain mass on the surface of the globe, rears its proud head fourteen thousand feet above the sea, as forming nature's most marvellous laboratory. For it is in this vast laboratory that man may indeed learn much of the structure and of the forces which go to build and control this planet in relation to the

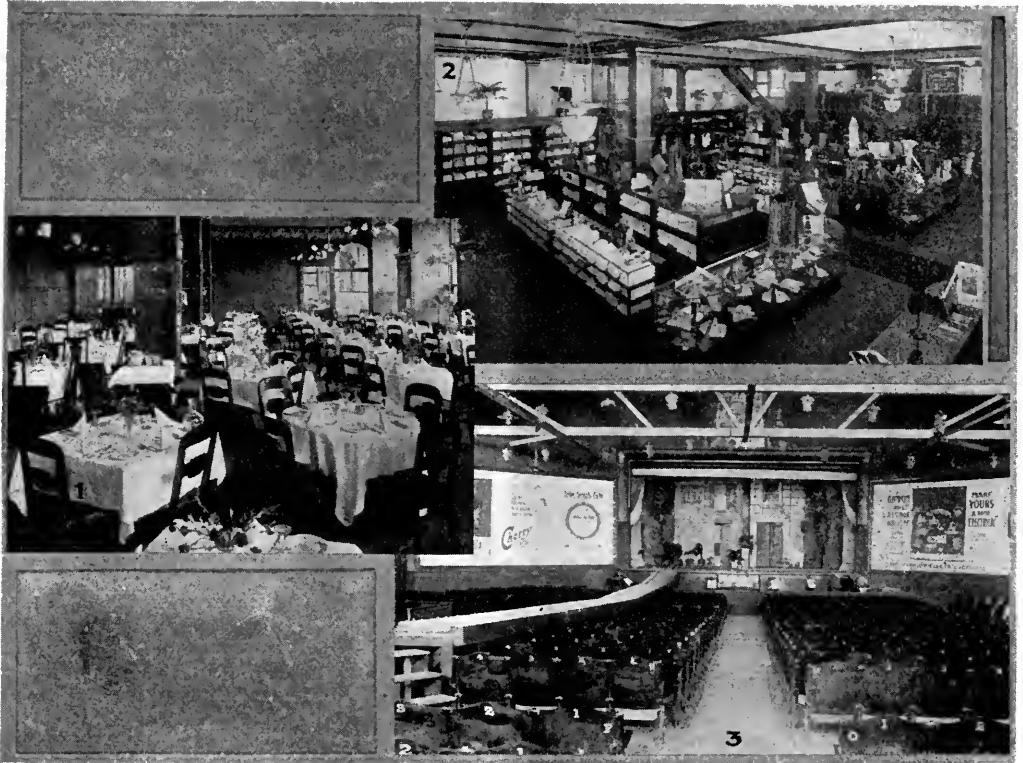


(1) Rustic Bridge and Grass House, Haleiwa Hotel. (2) Office of Hawaii Promotion Committee, Honolulu. (3) Royal Hawaiian Hotel. (4) Statue of Kamehameha the Great.





THE HAWAIIAN ISLANDS ARE A DELIGHT TO THE TOURIST  
 (1) Coconut Island, Hilo, Hawaii. (2) Great Fissure, Crater of Kilauea, Hawaii. (3) Sulphur Banks Volcano  
 of Kilauea, Hawaii. (4) Coast Scene, Kona, Hawaii



(1) A Corner of the Famous Alexander Young Cafe, Honolulu. (2) Interior of the Store of McInerney Company, Limited. (3) Interior of Bijou Theatre, Honolulu.

immeasurable stellar system of which we are only an infinitesimal part.

And the work to be done in this great laboratory is a vastly important one, and a tantalizing one at that, for, while one may devote a lifetime to it, one would be fortunate indeed if one were able, during that short space of time, to add but one fact to science, which might be of value to the human race, and make even an unimportant addition to the sum of our human knowledge.

The work in the laboratory of Kilauea is necessarily one of patience, for the processes of time are slow, and countless ages may be consumed in the upbuilding of one mountain by the molten fires beneath. But, though it may be at times monotonous, it has its more exciting and interesting moments, and it is of one of these I propose to tell in these pages.

It has been felt for a long time that a knowledge of the depth and temperatures of the molten lava lake of Kilauea would deduce some important facts, and the rising of the lake during the year 1916 was carefully watched with a view to making a descent into the fire-pit at the crucial moment and initiating a series of experiments which should determine the truth or fallacy of various scientific theories worked out from time to time by noted geologists and others.

The lake was rising steadily at the rate

of about two feet per day, building in its upward course, benches or banks which looked promising for the task in view. The whole process was spectacular in the extreme, for, during turbulent moods, vast fountains of fire would rise from the lake, flinging their terrible freight of white-hot stone far and wide, and adding layer upon layer of rapidly cooling lava to the banks which would thus be built up several feet in perhaps a few hours. A sinking spell would follow, accompanied by wild bombardment of these shores, whole sections of which would collapse into the molten flood whose blasts of terrible heat rushed upwards and over the rim of the pit above.

The rise steadily continued and presently it became obvious that the descent into the pit might be attempted with some reasonable chance of success. Finally, after an evening inspection it was decided to go down the next day, and every preparation was made for an early start. The party was very small, and carefully selected by Professor Jaggard, the noted volcanologist in charge of the Volcanic Observatory maintained at the brink of the crater by the people of the islands, and all possible details were quietly gone over in order to guard against any mishap.

During the long hours of the night I tossed and turn restlessly upon my bed. I saw visions and dreamed dreams, and only saved myself from a headlong plunge into

the molten, seething lake, by clutching wildly at the bed-post even as I hurtled downwards. When the dawn came I realized the feelings of a condemned murderer as, for the last time, he looks upon the growth of the light, but I got up early, and, after the usual hearty breakfast of the condemned, started off for the scene of the execution. Was it fancy, I wonder, that, as I stood upon the brink of the fire-pit the lake appeared hotter and more pregnant with evil, the depths more hostile than ever before? Was it fancy that the perpendicular walls seemed more crumbly and the crazy trail more risky than I had ever known it? The lake was obviously undergoing a sinking spell; every few moments one could hear the rattle and crash of falling debris, and it was easy to imagine that presently the lower benches would collapse with a roar and hurl our small party into the agony of that incandescent whirl-pool.

The huge fountains were higher and seemed to fling their fiery spray over a wider area than of yore, and suddenly I noticed that the bench upon which we were to descend was covered with a slowly-moving, glistening mass of fresh black

lava, which was creeping along the foot of the wall.

When I looked upon that sight, I confess I was ready to jib, and only a sense of shame kept me from making a strategic retreat for home. I was afraid, horribly afraid, and I don't care a rap who knows it. But at that moment came a sound of crunching footsteps, a cheery voice boomed out, and the Professor had arrived. He came to the edge, took a casual glance down below, and then, in the most matter of fact tone, said, "Come along and let's get to work." "Great heavens," thought I, "he surely doesn't mean to go down to-day?" and, as I obediently trailed along in his wake, the words of a ridiculous old game flashed through my mind, and I caught myself repeating the "Dilly, dilly, come and be killed" of my childhood's days.

For the next quarter of an hour or so we were tying bundles of iron pipes together and carefully lowering them over the edge of the cliff until they rested on a ledge below: they were rusty and dirty, and rust agrees not with hands or garments, but presently they were all safely bestowed.



(Top-Left) Devil's Kitchen, Hilo, Hawaii. (Top-Right) Native Fishermen, Honolulu.  
(Bottom-Left) Native Home, Hawaii. (Bottom-Right) Picturesque Coast, Hawaii

And then, with a word of caution from the Professor, over that horrible edge we went. Gingerly and carefully we climbed down, testing every foothold and leaving strips of skin on the needle-pointed rocks as we went. A single misplaced stone might start an avalanche, and then—

Well, we arrived safely with but one casualty. One of our party slipped and fell forward down the steep debris slope. He was on his feet again in an instant, with a jagged tear in his shirt. Exactly what he said I decline to repeat, but the whiteness of his face fully justified his remarks.

We landed alongside the lava flow which was brinding along within a few feet of us, its surface shiny and perilous-looking, blown into huge bubbles and hummocks by the enormous gas pressure beneath, its cracks and crevasses glowing white-hot and crackling in devilish merriment. Waves of super-heated air beat upon our faces, and sinuous lava "toes" were oozing out from under its edge as though clawing for a foothold and dragging the great mass along to relentlessly cut off our retreat.

And now the Professor turned, and, to my utter astonishment, calmly walked out onto that moving, glowing mass, calling to us to follow him. Wild thoughts of the little round-game played by Shadrach, Messhach and Abednego came into my mind, but I gathered up the remnants of my manhood and started this strange pastime of "Follow my leader." It wasn't so bad after the first moment, but I had not believed that such heat existed on this earth. The nails in the soles of my shoes grew hot, then hotter and hotter still, and I longed intensely for a cool spot to stand upon for a moment of relief, but onward we went, heading for a section where a yawning gap in the floor indicated collapse of the surface. The bubbles cracked under our feet and whiffs of blistering heat shot upwards, but no-one went through. We stepped and jumped across these white-hot chasms, catching glimpses of fiery depths below and sensing sulphurous gases and other more deadly fumes, but we arrived at the edge of the depression without accident.

Without a moment's hesitation the Professor jumped into it and we followed. What a sight met our gaze! To right and left we looked into a long tunnel with arched roof and level floor. It was hot with an incredible heat; its very walls swam and throbbed in a red-hot mist, and from its roof, pendent stalactites of transparent redness fretted the great arch with gothic carving finer than that of any cathedral or historic building of the Old World. Aladdin's famous cave of jewels was a dim vault by comparison; one looked straight into the very womb of the world and the intensity of the heat radiating from it exceeded the bounds of all human imagination. We had walked a hundred yards or more upon the roof of that cavern and I shuddered as

I realized how absurdly thin that roof really was. The heat was too great to be borne, and I scrambled out, faint and sick, to rest for a moment upon the hot surface of the flow.

Few things will stir a man into action quicker than to sit down on a still-moving lava flow, and I might soon get going again and was following the Professor, who now headed direct for the molten lake. Let me explain here that the flow upon which we were walking occupied a sunken floor or bench shut off from the main lake itself by a steeply-sloping rampart, whose face on the lake-side was hollowed into vast caverns, within which white-hot waves thundered and lashed unceasingly.

The lake was nearly level with the top of this rampart, being therefore many feet above our heads, and the thought intruded at once, "What if the rampart should give way?" One conjured up visions of a sudden crack, a yawning fissure and a wave of molten lava blasting us in an instant into mere puffs of grey ash. It was not exactly a comforting reflection but the professor tramped stolidly on and we followed in a wavering line. We reached the foot of the slope, and as we did so, a cloud of red-hot spray hurtled upward and crashed down on our side of the bank.

We deployed to the left for a few yards; a short scramble up the heated slope, a burned hand or two and sundry cuts and we were on the summit, looking out over the lake whose molten surface was a scant four feet below us.

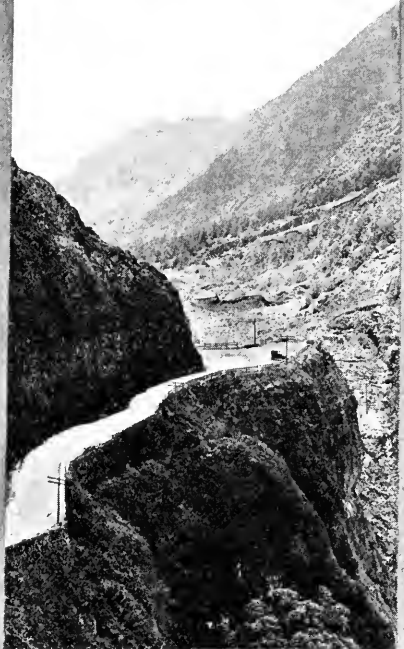
The lava was streaming steadily past, glowing and viscous; the surface skins were folding and billowing, and ever and again red-hot sheets would turn up on end and slide horribly beneath the surface. In front of us was a jagged, wicked-looking island towering eighty feet above our heads, and on the right roared a line of huge fountains, vicious and terrible, yet beautiful beyond description.

It was hot: so hot that the eyeballs felt as though they would burst; but the dreaded gas fumes were absent. Within a few feet to our right we looked directly into the heart of a great half-dome filled with roaring flame. It was a fearsome thing to behold, but I had passed beyond the limits of mere sensationalism and felt only a mild interest when the Professor announced that we would take its temperature. We scrambled down the back of the rampart and worked along the edge of the flow until we reached our pipe bundles. Standing on that shaking bench, while the lava pounded at the floor under our feet, we screwed two lengths together, attached to the upper end a double wire terminating in a stout rope, and fitting into the lower end a battery of Seger cones, conical plugs made of clays fusing at varying temperatures. These were held in place by a screw cap, and we carried the outfit back to the rampart, sliding it up to the rim.

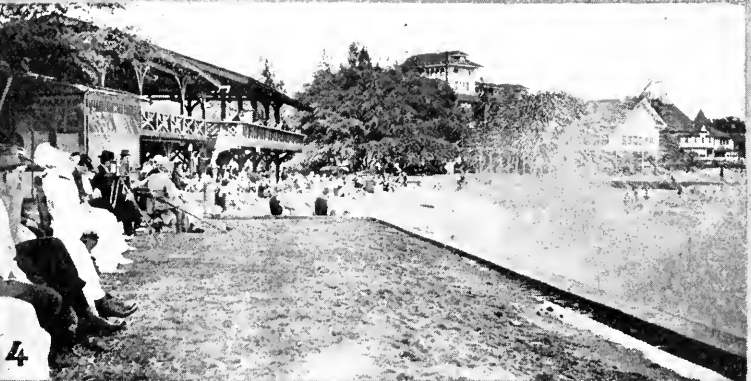
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THE HAWAIIAN ISLANDS ABOUND IN BEAUTY SPOTS.

(1) Diamond Head Light House, Honolulu. (2) The Famous New Concrete Roadway, Nuuanu Pali Near Honolulu. (3) Oahu Country Club, 18 Hole Golf Course, Honolulu. (4) Waikiki Beach in January.



And now the Professor began to get busy. He capered about on the extreme edge of that quivering rampart with an unthinkable death at his very feet, and shouted directions at us in a voice which put to shame the bellowing of the roaring fountains. We staggered and slipped on the glassy slope, reckless of cuts and burns alike, and, panting with the awful heat, slid the pipe into the white-hot cavern. The outer end dipped beneath the surface of the lake, the pipe bending sharply at point of contact with the lava.

And right here I want to point out that the Professor held that pipe in place for five long minutes as he crouched on the tottering rim of eternity, while I cowed at his side, shielding my blistering flesh behind his massive body. Five long minutes of that appalling heat, with lava bubbles bursting at his feet, clots of fountain spray splashing down close by, breathing air hot enough to have fried an egg. Only once did he move; his head sank forward and his arm came up to shield it for an instant but again his hand gripped the pipe and his head was held erect. As a spectacle of human endurance it was marvellous and I hung on and watched him in dumb amazement.

Presently his voice came,—not so strongly this time: "How long?" he gasped. "Five minutes," someone yelled. He sprang to his feet on that crazy, quivering rim, and shouted at us, "Pull, and pull for all you're worth." The others bent their backs to the task, and pulled until the skin cracked and stripped from their blistered hands. The weight of that lava-encrusted pipe was tremendous but inch by inch we gained ground. At last the end broke through the lake surface, the pipe came with a rush and the Professor and I slid bodily down the bank and reached its foot just as a molten fountain roared up and crashed over the edge.

We had won by a bare moment and could now afford to rest while the pipe cooled. Presently we chipped off the solidified lava with a pick-axe and, unscrewing the capping piece, drew out the long coil spring from within.

Eureka! It was a complete success. All the cones save one had fused, and even the survivor was badly damaged, though the fusing index was still visible. We had proved that the temperature of the home of the fire-goddess Pele was a little over two thousand degrees Fahrenheit! Two thousand degrees,—and two hundred and twelve is boiling point! Think of it for a moment and then try to realize what that man of flesh and blood had endured for five solid minutes as he crouched within four feet of it! Surely there has never been anything to equal it for sheer pluck and grit and determination!

The lake was now rising fast, and it was obvious that no more could be done that day, so we climbed painfully up the outer

wall and returned home to the hotel. Half an hour in the sulphur steam-bath for which the hotel is famous, put me right again and I waited eagerly for the work next day.

Behold us then on the following morning, gathered once more beneath the protecting rampart, screwing many lengths of pipe together for a sounding-rod. Two hundred feet in all did we make ready and carry to a low point less than three feet above the lake. As soon as we were ready, we slid the whole pipe forward, the Professor guiding it downwards. Down and down it went, while the heat cracked our faces and beat in solid waves against our bodies. Up went the Professor's hand; then down again, the signal for us to commence pulling. Heavens! how we tugged! The pipe was covered with Pele's hair and sharp lava fragments which tore through our hands like razors; our muscles cracked and the blood swelled our veins into knots, but inch by inch we gained. The lava floor splintered under our feet and the pounding of the white-hot waves beneath its surface shook the whole bench heavily, but we toiled on and on, until presently we found all progress blocked, with three lengths of the pipe still in the lake. Only machinery could have helped us then: we rigged block and tackle and had another furious bout of pulling, but the rope broke and our effort was useless, so we gave in to Pele's superior power.

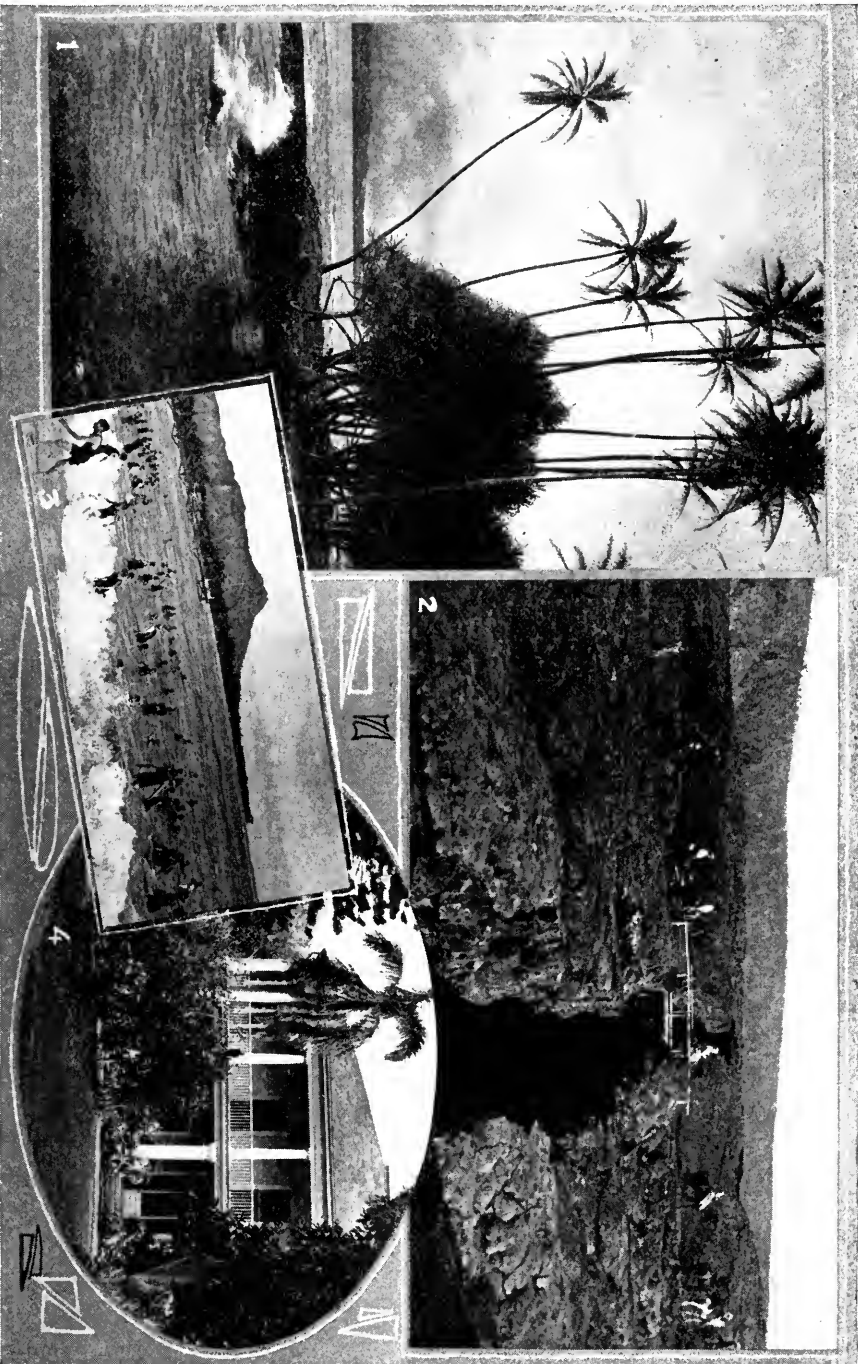
We unscrewed our pipes length by length, measured them up and deducted them from the original total. We had touched bottom at sixty-two feet.

Whether we grounded upon a submerged shelf of the rampart, I do not know. Maybe that lake is a comparatively shallow basin: maybe it is as irregular as the sea floor, with shoals between vast depths; but certain it is that somewhere in that lake are feed-pipes up which the lava column wells and surges—a mile—ten miles—a hundred?

The next day I sat on the outer wall of that fire-pit, looking down upon the frail rampart upon which we had stood and carried out our task. The fountains roared as of yore, flinging their molten spray over the brim: the lava boiled and bubbled and seethed, and back of the cavern in which our first experiment had been completed, red rock had splintered and fallen. As I looked, I rubbed my eyes, for the whole rampart seemed suddenly to sway. There was a moment's suspense, and then, with a rending crash it collapsed, a wall of fire roaring triumphantly through the gap. Followed a rush of white-hot lava, and, in an instant the entire lake was pouring tumultuously outwards over the scene of our labors. For an hour I watched that stupendous sight as it rushed in a wondrous cascade, spreading over the entire floor even to the foot of the wall upon which I sat.

And then I realized,—and, burying my face in my hands, I prayed as I had never prayed in all my life before.





IN BEAUTIFUL HAWAII, THE PARADISE OF THE PACIFIC  
 (1) Picturesque Shore on Coconut Island. (2) Floor of Crater of Kilauea. (3) On the Beach at Waikiki, Honolulu. (4)  
 "Washington Place," Home of Former Queen Liliuokalani

# BEAUTIFUL HAWAII

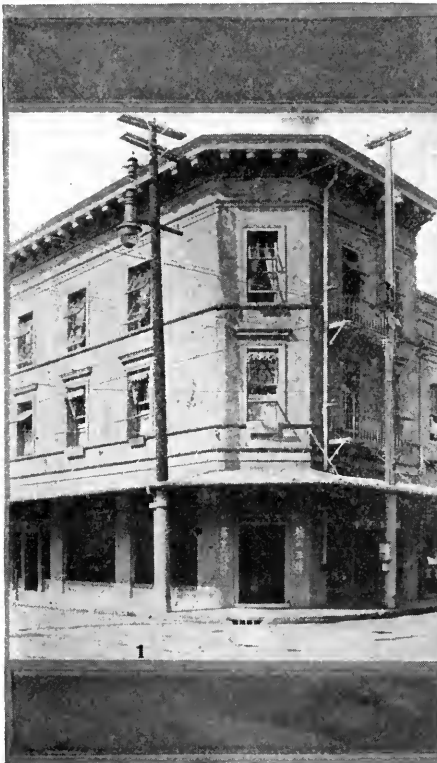
## *The Scenic Isle of the "Paradise of the Pacific"*

By L. W. DE VIS-NORTON

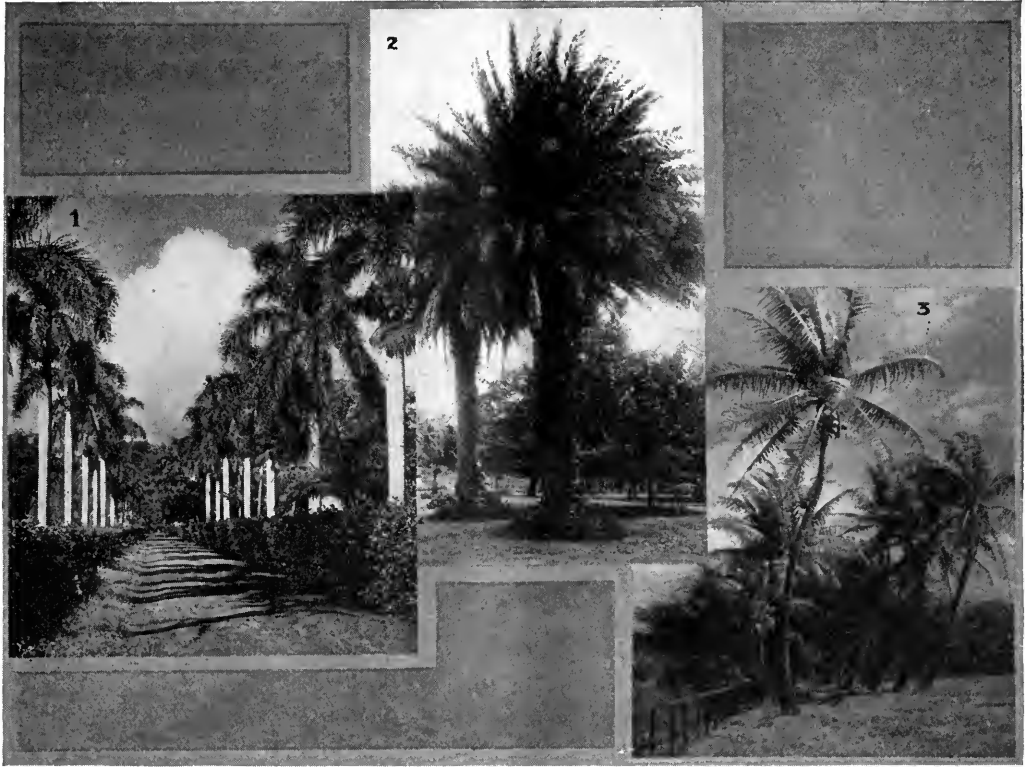
THE Island of Hawaii, which gives its name to the entire Hawaiian group, has, for some reason, been somewhat neglected by the tourist in the past. It is true that every visitor to Aloha-land, goes over to the island of Hawaii to see Kilauea, the world's greatest and most accessible active volcano, but it has unfortunately been the custom to leave this excursion until the last few days of sojourn, and the visitor then discovers to his infinite regret that he has prevented himself from seeing the most typically native and most desirable, from the purely scenic and climatic point of view, of all the island group. It may be said, with every reason, that the Island of Hawaii preserves the last phases of the now rapidly vanishing, but intensely interesting native conditions, though this is practically confined to one section of its area of over 4000 square miles. This fact, therefore, adds to the keen interest with which its multifarious beauties will be vis-

ited, and since by reason of its large area, some considerable time is of necessity occupied in its exploration, the mistake of leaving it until the latter portion of the time allotted for a visit to the islands as a whole, should not be made.

In fact, there could be no greater mistake than that commonly made, of thinking that three or four days is ample for even the briefest glimpse of the island of Hawaii. No man in his sober senses would attempt the task of "doing" the Rocky Mountains of Canada, or the equally famous Yellowstone Park, on a Saturday afternoon; and yet, to this great island, with its marvelous scenic and historic attractions, the greater majority of tourists are content to devote a short twenty-four hours. It is no wonder then, that the general feeling, after such a visit, is one of disappointment over a wasted opportunity of seeing the "real" Hawaii in all its tropical glory and grandeur, a disappointment tinged with a sense of bitterness



(1) *Chinese American Bank, Honolulu.* (2) *A Section of the Famous Fong Inn Co. Store, Honolulu.* (3) *Entrance Hawaii Theatre, Honolulu.*



(1) *Royal Palms, Honolulu.* (2) *Date Palms at Waikiki.* (3) *Cocoanut Palms*

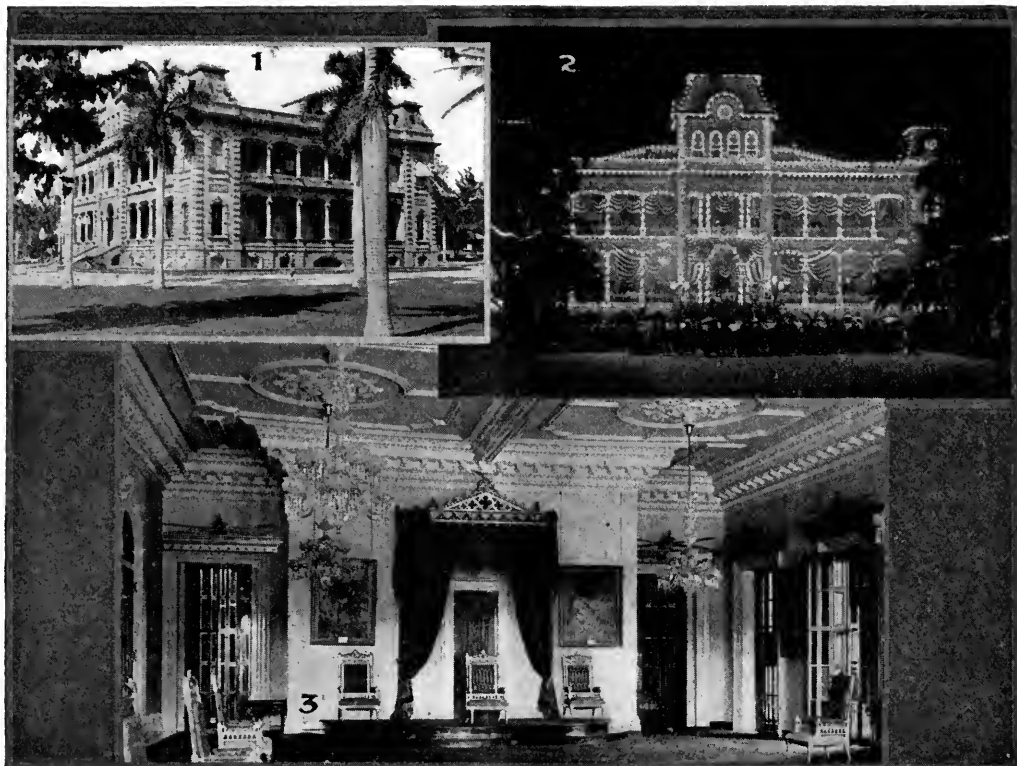
that many days have been spent elsewhere which could have been profitably employed in roaming through the different sections of the Scenic Isle and experiencing the many joys it has to offer.

The volcano section alone offers material for a lengthy stay, for the great Kilauea Crater, the greatest natural marvel on the surface of the globe, and the most awe-inspiring spectacle known to mankind, is but the center of a district without parallel on earth. It would be impossible to dilate upon its many features of interest in the scope of one short article, but it will suffice here to say that in its area, which has now been set aside by a wise Congress as the newest of America's National playgrounds, there may be found a snow-capped mountain, in itself an active volcano, towering 14,000 feet above the sea and having, about the ten thousand foot level, a district riven by earthquake and volcanic eruption into a region which, for fantastic beauty and weirdness, is without a peer in the world; no less than fourteen large steaming and dead craters, all easily accessible over excellent horse trails; old and new lava flows, that of May, 1916, being the most recent; stalactite and stalagmite caverns almost without number; lava tree-molds and tubes; tropical forests of mammoth tree-ferns and waterless deserts piled high with masses of multi-colored lava; forest reserves wherein may be found trees and shrubs of such rarity that no duplicates

have ever been known to exist elsewhere, and bird-life of species which have long been looked upon as extinct among the feathered tribes.

The whole of this section is reached from Hilo, the principal city and seaport of the island, by a perfect automobile road, and is provided with excellent hotels whose comforts are added to by the courteous attention shown to all guests, and which have made the pleasure of their patrons an exclusive study. The principal hotel enjoys the distinction of being the only hotel on earth within the crater of an active volcano, for it is built on a level shelf of land which is nearly half a mile within the outer wall of the great main crater of Kilauea. By reason of this unique situation it enjoys an uninterrupted view of the entire area of the crater and of the central fire-pit or active throat of the volcano. The scene at night, from the verandas of the hotel, when the glare from the lava lake within the fire-pit is thrown high upon the sky above, and the trailing clouds are blood-red for many miles around, is beyond all power of description.

The great volcano of Mauna Loa, of which mention has already been briefly made, is more difficult of access, but an excellent horse trail exists to the ten thousand foot level, where a rest house provides shelter and comfort for the traveler, and from which the great summit crater Mokua-weoweo, may easily be reached on foot.



THE OLD ROYAL PALACE, HONOLULU

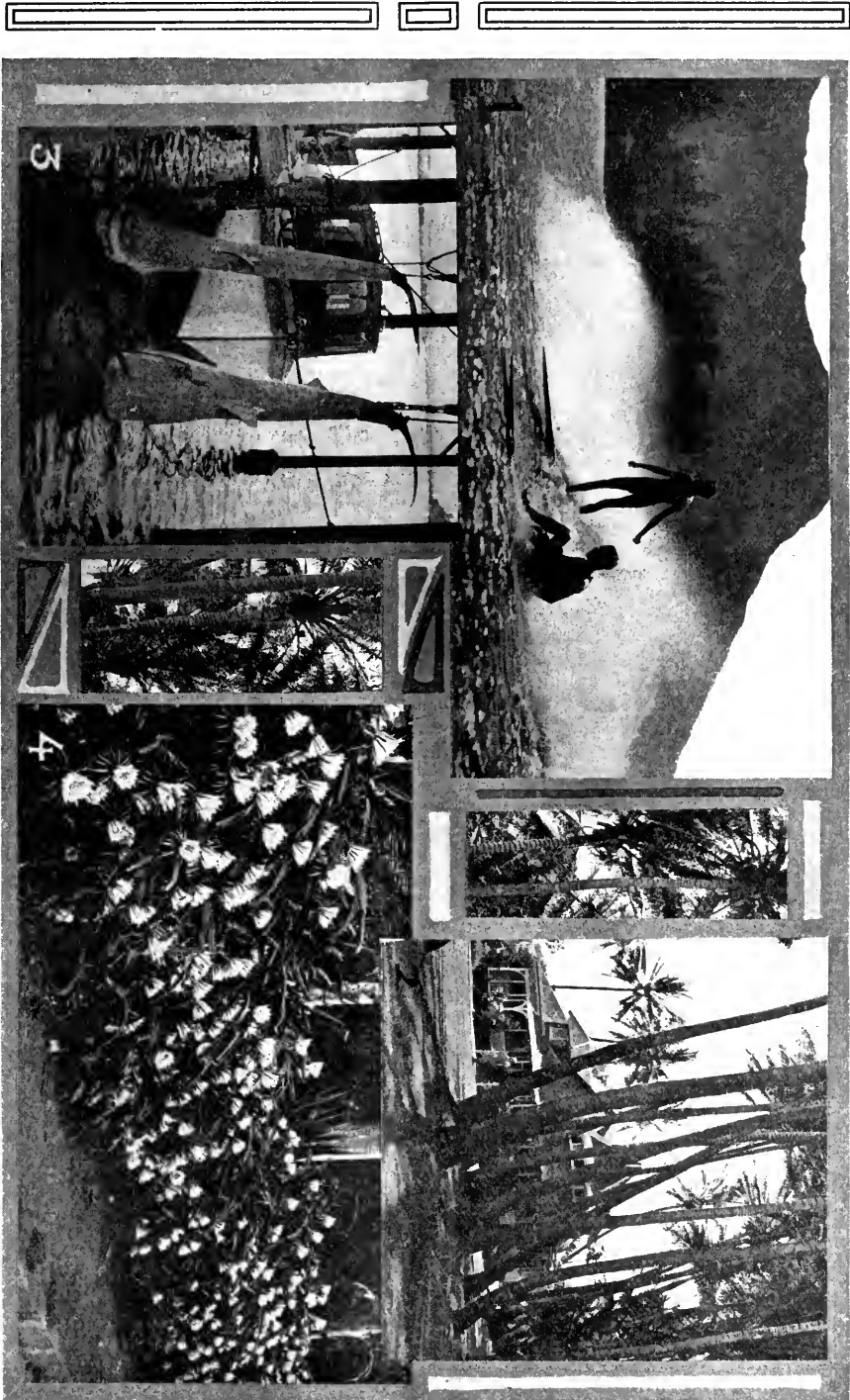
(1) Exterior View of Palace. (2) The Palace Illuminated. (3) The Throne Room

The whole district calls for an extensive exploration and is only now beginning to be known to the touring public. Enough has been said, however, to show that it cannot be covered, or even commenced in one day, the time usually devoted to it.

Of Puna, the native section, volumes might be written, for here is a district which the well-known play, "The Bird of Paradise," has already made familiar to thousands of theatergoers. It is the most tropical portion of tropical Hawaii, and here, among the primeval forests may yet be found native villages inhabited by the affectionate, gentle race now so fast dying out. Here also will be found the vestiges of great forests of puhala trees, from whose long and silky leaves are made the unequalled hats and mats so prized by tourists. Its palm-fringed beaches upon which turtle may be found during the night hours, invite to rest and dreams, while over the whole country hangs the charm of romance and the mystery of a vanished past. It is rich also in volcanic marvels for here are forests of stone trees, made in past ages by the action of lava as it flowed over the lower woodlands encasing the original trees in a bark of stone; here also are warm springs in volcanic clefts, numerous craters of the cone and pit variety, and, for the lover of the past, there are magnificent ruins of the ancient temples of idol worship, while every foot of the countryside teems

with its splendid legends of the old superstitious beliefs.

Hilo, the metropolis of the island, offers a veritable gold-mine of delight to the tourist, for it is in the center of one of the finest scenic sections of the entire group. The city itself is a strange mixture of the tinge of the Orient sheltered by the most luxuriant foliage of the tropics. Few more enchanting prospects exist than the view of this city as one approaches it from seaward; it lies sprawled along the shores of a lovely crescent bay, o'erhung with stately whispering palms; behind the city proper are the spreading acres of emerald green sugar cane, for this is the great sugar island, and the plantations extend in an unbroken belt for ninety miles along the coast line. In the background are the vast forest reserves leading up by gentle gradations to the red lava-flows and the snow-capped peaks of mighty Mauna Kea, o'ertopping even Mauna Loa by 150 feet. Viewed from the steamer's deck at sunrise, when the upper snows blush rose-pink, shading down to purple forest and so to the deep blue of the ocean, it is an entrancing prospect indeed, and has been described by noted travelers as "Earth's most perfect picture." The streets are wide and paved with concrete, but they traverse quaint harbor stretches wherein lie fleets of gaily painted Japanese sampans of every shape and color; anon they lead past modern de-



SCENES IN AND AROUND HONOLULU  
(1) Surf Board Riding, Hawaii. (2) Cottage in the Seaside Hotel Grounds. (3) The End of a Day's Shark Fishing, Honolulu.  
(4) Hedge of Night Blooming Cereus, Honolulu—Longest in the World



partment stores check by bowl with low-eaved shacks inhabited by the dwellers of the Far East; and through the lovely residential district where every garden is a marvel of tropical beauty and luxuriance. There are hotels, too, embowered in ferns and masses of ever-blooming flowers, and within the city itself are to be found some of the grandest historical relics of the past days. Few can gaze upon the grand old Naha Stone without being touched by its significance, or upon the Make Falls, or Maui's canoe hard by, without being thrilled with the old, old legends concerning them, while a scant mile away are the famous falls where rainbows dally at play in the spray, and the noted Kaumana Caves whose uttermost depths and mysteries have never yet been penetrated by mortal man though many have essayed the task.

As a center where every comfort may be obtained by the visitor, Hilo is a truly delightful sojourning place, and many are the excursions which may be made in every direction save to the east where the waters of the Pacific lap the shores. The railroad journey up the famous Hamakua Coast is unique in its thrill and enjoyment, and will afford the visitor many a glimpse of the tropical scenery which is so truly Hawaiian. He will hang poised upon the thin network of bridges whose piers are in the very ocean surf two hundred feet below; he will look down through the fronds of the cocoanut palms far below upon picturesque native villages with their primitive style of architecture, and will sense the great beauty of the sparkling waterfalls which hurl their torrents from every crest, through the deep gulches to the near-by sea. He will run along the extreme edge of dizzy precipices for miles, with glorious vistas of the surf-beaten coast below him, and he will finally arrive at a quaint old inn where he may obtain the best grilled chicken in the world for his luncheon.

Or he may prefer to while away a dreamy day or so in some quiet bay far removed from the haunts of men, amid scenes of beauty such as he will find nowhere else. Who could ever forget the peace and charm of the lovely Onomea with its tiny double bay and its wondrous archway in the towering, creeper-hung cliffs, or who could turn away with anything but regret from any of the numerous bays and inlets which are to be found in frequent succession along the coast? Should he be fortunate enough to come provided with the usual recommendations, he will find such hospitality as has made the name of Hawaii famous the world over for the spirit of aloha, the spirit of cordial welcome and real affection.

The charm of Hilo will sink deeply into his being and when he leaves it he will be glad indeed to return to it again, for, ever it draws the voyagers back again to its dolce far niente atmosphere and its air of perfect comfort combined with well-being.

The district of Kona transplants him at

once into another sphere. It would be difficult to particularize wherein lies its drawing power, but it possesses what is probably the most equable and delightful climate to be found anywhere in the world. This is the great coffee-growing district, and the winding roads are hedged on either side with the delicate carmine and white berries of the coffee trees. The main belt road, upon which will be found home-like hotels, is at an elevation of nearly fifteen hundred feet above the sea, and commands a magnificent panoramic view of the coast line and the wide horizon. Kona is not only famous for the extreme splendor of its sunsets, but is filled from end to end with the relics of old temples and cities of refuge. Here, too, in a beautiful bay is the monument marking the spot where the great circumnavigator, Captain Cook, was killed by the natives in 1779, and, close by, on the summit of the cliff, by the way, honeycombed with hundreds of caves in which lie the remains of the great chiefs and priests of many generations, will be found the great stone platform upon which Cook's body was offered and deified. Here again, stands the temple, recently restored by the government of the islands, in which he lives as the incarnation of the Hawaiian god, Lono, and wherein he was worshiped by the people with the utmost awe and reverence.

Kailua, the city of the Hawaiian kings, is not far away, and here still stands the old royal palace on the shore, flanked by the ruins of a once-formidable native fort. Every foot of this country, too, is filled with stirring tales of battles and adventure, and, if only on this account, regardless of its scenic and climatic perfections, it claims the attention of the tourist. There is an old saying that the people of Kona never die; they dry up and blow away. The truth of this may be doubted, but certain it is that few who sojourn there for more than a week will ever wish to leave its delights. Kona baffles description, but undoubtedly has an extraordinary hold upon the visitor whose pleasure inclines towards the beautiful and the simple in life, rather than to the garishness and hustle of the modern tourist resort. He will find no brass bands or "rubber-neck wagons" in Kona, but he will find a wondrous peace combined with warm and affectionate hospitality which will never be erased from his memory. The glorious sweep of the great mountain, Mauna Loa, from its palm-fringed seashore to the heights where it fades into the sun-drenched mists which crown the summit, forms a picture which no artist has ever successfully mastered, while the beauty of the dense tropical forest, where every tree is hung with delicate blossoming creepers and where there is grateful shade through the warmer hours of the day, but adds to the charm of this delightful section of the island, and it is a curious fact that it has only been discovered by the visitor during the last few years. Kona, however,



is rapidly coming into her own, and everything is being done to enhance the pleasure of those who visit it for the delight of reveling in its beauties.

The district of Kohala provides an amazing contrast to that of Kona, for here are found breezy uplands, great cattle ranches and a climate with the tonic effect of dry champagne. Much of the country lies at an elevation of three thousand feet or more, but the shores are tropical and full of beauty. Here are the famous Ditch Trails traversing mighty gorges where the traveler in search of thrills may get them in ample measure, and here, too, are many great historical spots and temples infinitely well worth visiting. As is the case all over the island, the automobile roads are excellent, and there are comfortable accommodations in convenient locations. Kohala may be said to be the most neglected portion of the island from the tourist point of view, but it certainly should not be so. The view into the great Pololu Gulch from the Ditch Trail alone should make it famous the world over, and those who have leisure time will find themselves richly repaid by a stay of a few days. The completion of the circuit of the island is made by a return from Kohala through the sugar country on the eastern coast. Very much could be

written about this section did space permit; it should be seen by every visitor to Hawaii and is being visited by constantly increasing numbers year by year.

Perhaps enough has now been said to prove that the island of Hawaii is not sufficiently considered by the tourist in search of novelty and supreme scenic beauty. While each of the islands is totally different from its fellows, it cannot be gainsaid that the large island of Hawaii has richly deserved its title of "The Scenic Isle." The pleasure and comfort of its guests are looked after by a powerful organization devoted entirely to that purpose; there is an excellent steamer service, several times a week from Honolulu and the other islands; automobile and living expenses are extremely moderate, and while it is a land of such contrasts that the visitor may stay in a modern hotel, in daily touch with his office in New York or anywhere else in the world by wireless and cable systems, and yet be surrounded by the most primitive native conditions, he will find that he is not only made affectionately welcome, but that no effort will be relaxed to add to the unstinted pleasure which a stay of several weeks' duration within its hospitable terrain will undoubtedly afford him.



**THE BEACHES NEAR HONOLULU ARE FAMOUS FOR AQUATIC SPORTS**

(1) Waikiki Beach, Honolulu. (2) Hawaiian Outrigger Canoe, Hawaii. (3) Hawaiian Fisherman, Hilo Harbor, Hawaii. (4) Outrigger Canoeing, Waikiki Beach

# GAME FISHING IN HAWAII

By H. GOODING FIELD.

Honorary Secretary, Hawaii Tuna Club; Honolulu

FROM an angler's standpoint, Hawaii is a veritable Paradise, as its waters teem with game fish of large size and great variety; the fish are landed with rod and reel all the year round. The climate is equable, and there are no sudden changes of temperature, no fogs, no disagreeable cold snaps and no intense heat.

The fish of the Hawaiian Islands were first officially recorded as early as 1782 by Broussonet from specimens obtained during Captain Cook's third voyage to the Islands. In 1903, the United States Fish Commission described nine hundred and two species of fish belonging to the region of the Hawaiian Islands, including a large number of the giant mackerels, such as the swordfish, tuna, oceanic bonito and albacore. With such available and authentic records, it is surprising that Hawaii is only now coming into its own as one of the world's greatest game fish resorts.

## Ancient Hawaiian Fisheries

From ancient times, the native Hawaiians held the monopoly of the fishing in Hawaii, and probably the most peculiar feature of

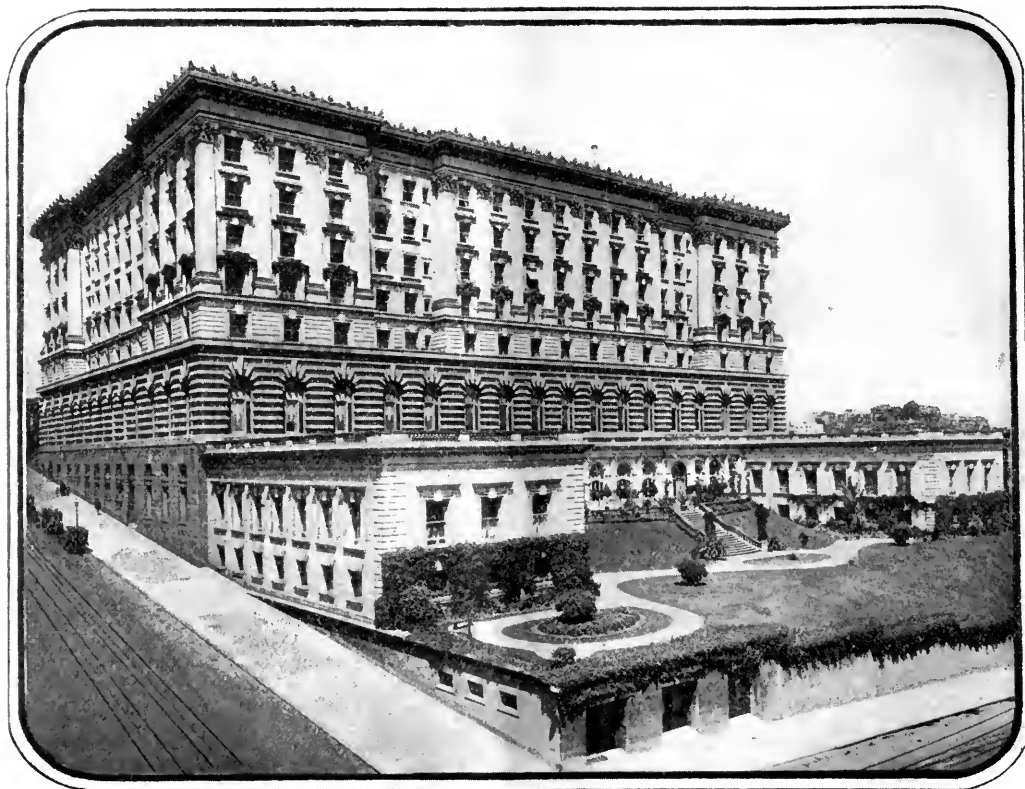
these fisheries, from an early period, was the well-developed principle of private ownership of the fishes found in the open sea and bays within a prescribed distance from shore. There are practically no fishery rights in Hawaii at the present time which affect game fishing.

## The Tuna

The world renowned species of game fish—the giant mackerels—such as the leaping tuna (*thunnus thynnus*); long-fin tuna (*thunnus alalunga*); and yellow-fin tuna (*thunnus macrapterus*) are caught in large numbers in Hawaiian waters. The blue and yellow-fin tuna reach a large size locally, single catches having been made over three hundred pounds in weight. The tuna are known by the Hawaiian generic name Ahi.

## The Swordfish

The swordfish (*Xiphias gladius*), weighing from three to seven hundred pounds, is the a'u in the Hawaiian tongue. A swordfish was killed off the Puna coast,



*The Magnificent Fairmount Hotel, San Francisco*



*One of San Francisco's Famous Hostelries—The Palace Hotel*

some two miles offshore on the Island of Hawaii, by Japanese trolling from their sampan with a hand line, which was cut in three parts and taken aboard the boat, which weighed over six hundred pounds, the sword measuring five feet. About the same time, a large-sized swordfish was hooked with a nine-ounce rod by one of the local anglers, off Pepeekeo, Hawaii, but the fish got away with rod and tackle after striking.

On February 3rd, 1916, a swordfish was sold in the Honolulu fishmarket which weighed seven hundred and thirty-five pounds, and whose tail measured fifty-three inches across. These fish usually travel in pairs, and are often seen close inshore in deep waters; they greatly resemble the tarpon for spectacular play after striking, making a succession of leaps in the air after they have taken the bait.

#### **The Oceanic Bonito**

The oceanic bonito (*gymnosarda pelanis*) are very plentiful in local waters; these fish are known by the Hawaiian names of aku and kawakawa respectively.

#### **The California Bonito**

In the 1903 United States Fish Commission Bulletin on the Aquatic Resources of the Hawaiian Islands (page 175), referring to the California bonito (*sarda chelensis*),

it is stated that "a specimen about two feet long recently received from Honolulu belong without doubt to this species." A single catch of over two hundred of these fish was quite recently made in the Alakahi Channel, between the Islands of Maui and Kahoolawe. The bonito is often called the humming bird of fishes, being quick as a flash in the water, and with its many-hued and brilliant coat and markings, is a thing of rare beauty. They swim in schools of large numbers, and are one of the most highly prized of game fish.

#### **The Albacore**

The albacore (which in other waters is sometimes classed as the leaping tuna) is a common fish in Hawaii, and is known by the native terms ahi and ahi-pa-laha.

#### **The Dolphin**

Dr. Holder, in his "Fishes of the Pacific Coast," mentions that the dolphin is a fish among the very rare catches, and, so far as known, taken with rod and reel nowhere else than in the channel islands of California. The scientific name for this game fish is *coryphaena hipporus*, and the Hawaiian terms mahimahi and mahihi. In the 1903 United States Fish Commission Bulletin, the measurement of several dolphin taken in Hawaiian waters are given. These fish are numerous in local waters, and can be landed any month of the year offshore

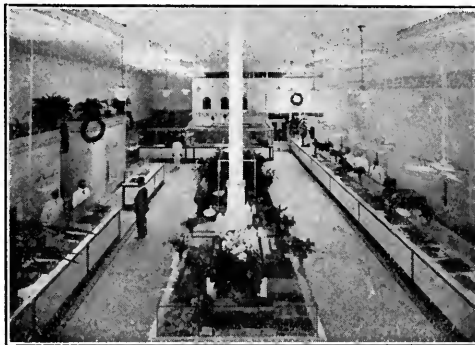
in deep water with a regulation nine-ounce rod and nine-thread line. Numerous catches of dolphin from four to five feet in length with this tackle have been recorded by the Hawaii Tuna Club this year. The dolphin is remarkable for its brilliant and changeable colors: the color of the fish in life is a dazzling silver, with yellow, green and brown spots on the lower parts. After death, only faint indications of the former colorings remain. They are exceedingly fast swimmers, keeping to the surface after striking, and are a very game fish, fighting to the finish. Were it generally known to game fishermen on the mainland that the dolphin is so plentiful in Hawaiian waters, and can be caught with light rod and tackle, there would be an exodus of anglers to Hawaii for this game fish alone.

### The Tarpon

In the United States Fish Commission Bulletin, above referred to (page 54), under the heading of the family Elopidae—the tarpons—numerous specimens were examined in Honolulu. The Commissioners state that “this is one of the greatest of game fish, in the estimation of the anglers who have had the good fortune to fish for it on the coast of Florida, and will doubtless prove one of the most interesting of Hawaiian fishes to sportsmen who visit these islands.”

### The Ono

The ono (*acanthocybium solandri*) is of a steel-blue color, and closely resembles the markings of the swordfish. This very large mackerel-like fish was said by the ancient Hawaiians to be the parent of the opelu (mackerel). It is a cross between



*The Metropolitan Meat Market, Honolulu*

the giant mackerels and the swordfish, and is particularly abundant in the deep-water channels off the island of Molokini, Maui. The ono is a fierce fighter, and its rushes after striking are wonderful; it is not unusual for eight hundred or a thousand feet of line to reel out before the fish can be stopped. Dean C. Worcester of the Philippines, an authority on game fishing, who has fished with the writer in Hawaiian waters, is of the opinion that the ono is the tanguingi of the Philippine waters and apparently identical with the West Indian game fish, the potos. Mr. Worcester once foul-hooked a fish of this species under the back fin and he was kept busy throughout the greater part of an afternoon. Some remarkable catches of the ono have recently been made off Molokini Island, Maui, one fish measuring six feet and weighing sixty-one pounds. In a recent four days' try-out in these waters, over two hundred pounds of ono were killed.





## Pollyann Visit's One Of The Most Beautiful and Romantic Places In All America - The Hotel del Coronado

My dear Isabel:

**Y**OU never could guess where I am inditing this epistle on this bright, sunshiny Sunday morning in January. Well of course not, you will say, as you have given up trying to guess where Pollyann will go next. It is in—what I consider—one of the most beautiful and romantic places in all America—the Hotel del Coronado's "Garden of Allah."

Of course, they do not always call this enchanting spot by that name, yet I really

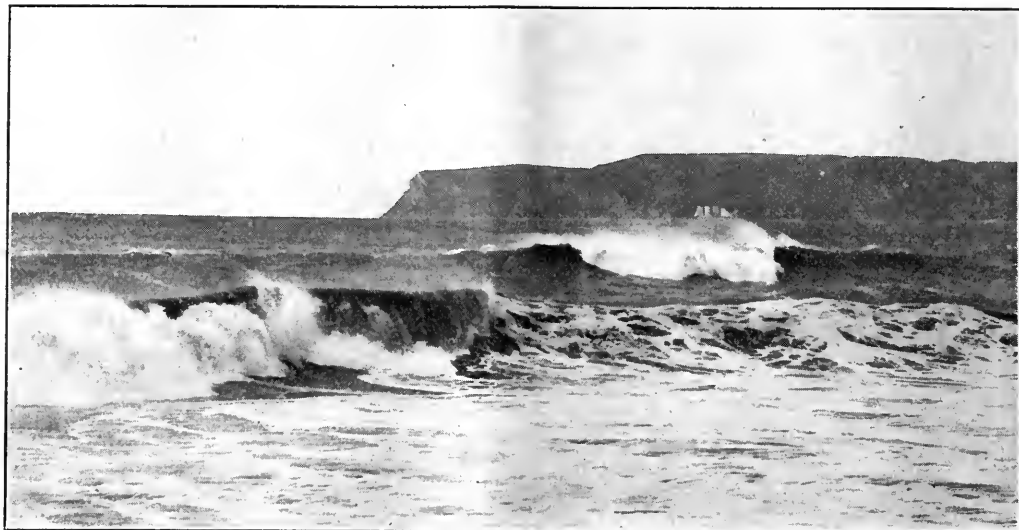
believe that there never was a place which so completely filled the description of the novelist, as does this unique patio of the Coronado. Not quite so large as the garden that graces the famous bit of Sahara fiction, it nevertheless contains as marvelous a collection of tropical growth as did the one in the popular story.

I was in a quandary as to where I should write you this greatly overdue letter, when I, this morning, realized that I had neglected my duty for several days. It was so warm and pleasant, that I hated to stay



" \* \* \* not another place in all California that possesses just such an atmosphere as surrounds Coronado."





*" \* \* \* where the rolling surf lulls one to sleep."*

indoors and I was just enjoying an after breakfast stroll when I drifted into this wonderfully interesting corner of Coronado. Manager John Hernan was telling me of all the rare and beautiful specimens of plants which his famous garden contains, when the idea struck me that it was a fitting place to write to my dear Isabel, so lost no time in sending for stationery, knowing that you would not mind my writing with pencil.

So here I am, under the shade of a feathery leafed palm, which is a native of far away Egypt, scribbling a few lines to tell you, my dearest chum, of what a grandly beautiful time I am having down here at Coronado by the sea.

I wish it could last always, for every hour seems more delightful than the last. I do not believe there is another place in all of California that possesses just such an atmosphere as surrounds Coronado. I do not wonder that there are people here today who have been coming to this hotel each and every winter for a score of years. You see, my dear, this is not one of those painfully new and garnished places where everything is so down to date that one grows weary, trying to fit into the scenery. It is just the same delightful, homelike and care-free Coronado whose reputation has been traveling around the world for a quarter of a century.

There are the same great big comfortable rooms, many of which have sleeping porches over on the ocean side, where the rolling surf lulls one to rest. There is the roomy lobby and its adjacent parlors with cozy nooks, that call for "a plenty" of that renowned product of old Castile, "dolce far niente."

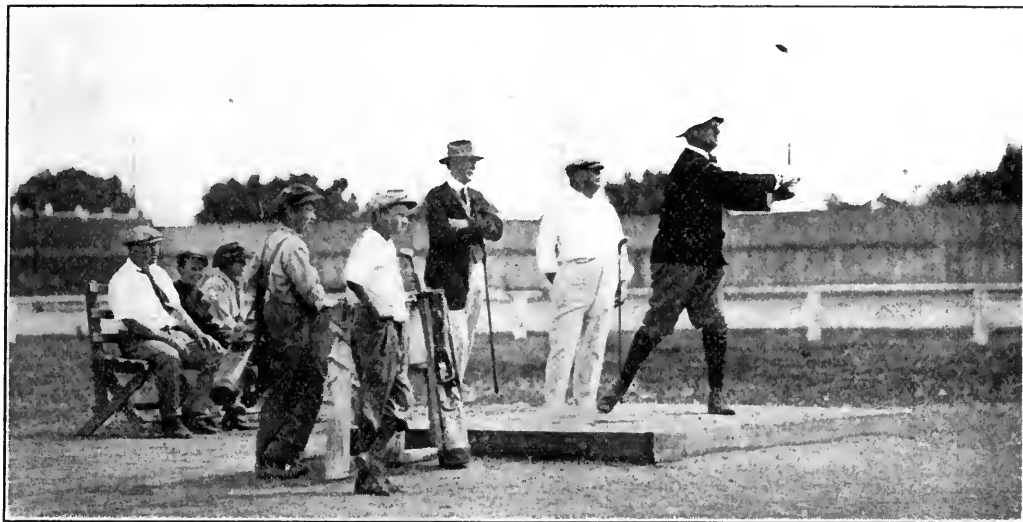
Over by the ocean is the most enticing ball-room, with a floor that just makes you want to dance, while at the other end of the house is the most wonderful dining hall in all California.

And then too, Coronado has the prevailing "Spirit of 1918" and patriotism is not lacking. All over the place are the boys from the Army and Navy, not only those of our own United States, but it is no uncommon sight to see the uniform of the Canadians, English, and that dear beloved France. There is much to do here for their amusement and entertainment, while they are on "leave," with outdoor sports such as golf, tennis and an occasional game of polo. Tomorrow the annual Pacific Coast tennis tournament commences on the Coronado Courts. It is one of the season's brightest events, at least this year that the polo tournament has been abandoned because of so many of the crack players having entered the service. But there is still enough polo spirit left for an occasional game and we are to have one this afternoon. Of course, it goes without saying that there is a perfectly wonderful golf links, and you know your Pollyann loves the sport, and then let me whisper a little secret—the exercise is "thinning."

I cannot begin to describe it all but just now I am more interested in this wonderful "Garden of Allah" and I have been asking Manager Hernan all about it, so that I can tell you some of its history. Do you wish to hear a bit of Coronado romance? I know you do, so here it is, and I was fortunate enough to behold the principals in a delightful little story.

Romances are like fairy tales and should begin thusly: About twenty years ago, two families were spending the winter here at the hotel. One of them boasted a great athletic student son, from Yale, while in the other family was a most attractive daughter. You can guess the rest but not the routine of it. Coronado gave parties in those days, just as they do now, and between dances there were strolls in the "Garden of Allah," just as there are now. The palms were smaller then and the





*"Of course there is a perfectly wonderful links."*

bougainvilla had only started its climb over the little summer house; but the same moon sent down its silver beams and the same long shadows lay in the corners.

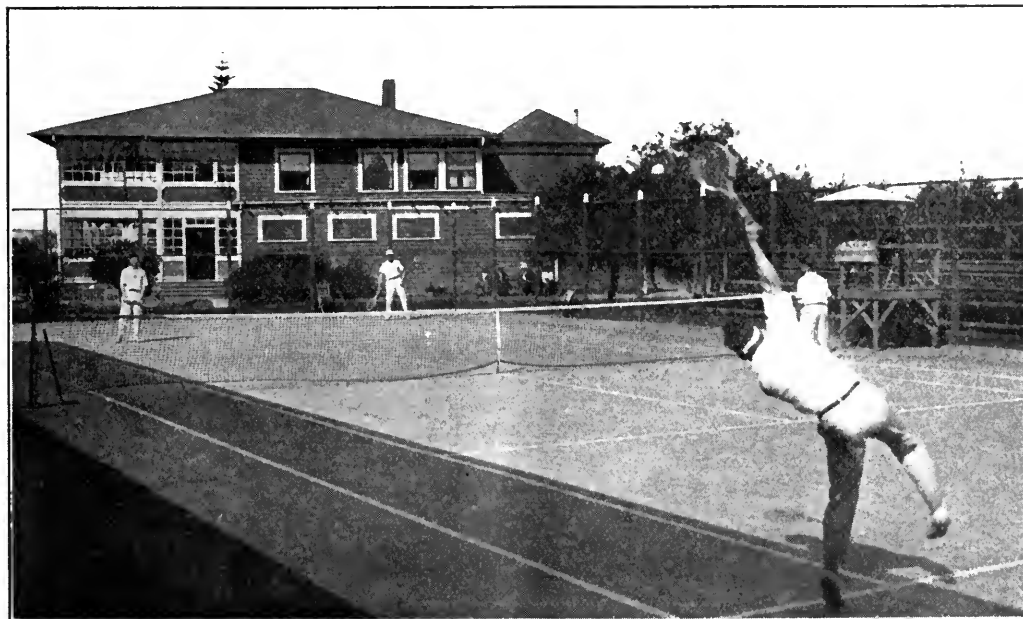
The son of Yale and the pretty debutante sat out a dance or two among the beauties of the garden. The next is the regulation story, with an engagement announcement and more strolls in the garden under Coronado's bewitching moon.

Just a year later, the Coronado register carried the inscription of Mr. and Mrs. "Yale," back this time for honeymoon rambles under the palms in the fast developing patio.

At this point is a lapse of nineteen years

with several winter visits to Coronado by the "Yales." Here is where I came in—not into the romance, Isabel—but into the dining room this morning for a late breakfast.

Over by one of the windows sat the bride and groom of twenty winters ago, he a trifle portly, but she, I know, even lovelier as a matron than she was as a debutante and really, Isabel, I believe from his delightfully charming attentions, that the bridegroom of that distant day agrees with me. But the real charm of that table were the two beautiful daughters who are enjoying their annual outing here by the shimmering Pacific. Then, as I looked



*"Tomorrow the Annual Pacific Coast Tournament commences."*



*"It is just the same delightful, homelike and carefree Coronado whose reputation has been traveling around the world for a quarter of a century."*

again, I remembered two couples who, last night, strolled past me in this "Garden of Allah." One couple was the eldest daughter and a dashing naval officer, while the younger girl was escorted by a soldier in khaki with two bars on his shoulder.

Now, Isabel, mayhap history is going to repeat itself. Romance lives with every minute and the moonlight sifts through the palms, even more entrancingly than it did a score of years ago. However, I hope the "Garden of Allah" will deal as kindly and sweetly by the daughters as it has by their parents who, I will wager, are still sweethearts.

Now tell me that this little romance is only one out of a long list and that, if the records were available, it could be fully proven that a charm exists in this beauteous spot which takes the place of the love philters of olden day alchemists, only the Coronado effects are permanent. Facts to establish this are plentiful and the enchantment of the garden acts as powerfully on newlyweds as upon lovers. Nor does this apply to the special seasons, for every month in the year brings honeymoon tours galore that have Coronado as a southern terminal. Bravo, say I, and may the spell woven by John Hernan's "Garden of Allah" never reach its waning.

Speaking of romance, my dear Isabel, this whole peninsula—which bears the same name as the hotel that occupies its ocean front—breathes romance to perfec-

tion. It was, in centuries long gone, the landing place of both buccaneers and conquistadores. Even the events that are responsible for its present wonderful perfection, were tinged with the romance of the sea.

Commodore John D. Spreckles, in the booming 80's, cruising with his schooner, the famous "Lurline," among the islands off the California coast and, needing supplies, put into San Diego. The advent of a real yacht was a novelty to the then diminutive seaport, so, when it was discovered that a real millionaire had sailed his own craft into the harbor, a deputation of citizens went off to call on him with that "key to the city" stuff, backed up by a real California welcome. The committee was obliged to hunt around the deck a little, to find the "Lurline's" owner, as its members failed to recognize him at first glance. He sat on the taffrail clothed in slickers and a souwester, for the "Lurline" had made port in heavy weather.

However, they found him and filed the usual invitation to a big feed ashore, after which—well, I don't know—but I reckon they all went below to see what the "Lurline" carried in her lazaret. The "doings" ashore were really something to be proud of in those early days of San Diego's prospective greatness. The Commodore was invited to absorb some of San Diego's enthusiasm and join the citizens in making the city famous.

San Diego's harbor needed coal handling facilities and Commodore Spreckles was, first a yachtsman and next a ship owner. "Send us your ships with coal and we will provide water front space to unload them," said the leading citizens. The Commodore took it under advisement but the San Diegans were not going to pass up such a splendid chance. So, just before the "Lur-line" sailed away, another committee went aboard bearing a gift in fee simple, consisting of deeds to a goodly portion of the city's water front to be used by the Commodore as a location for the coal bunkers.

To my way of thinking, that was the best thing San Diego ever did, for, from that beginning the Spreckles efforts toward the upbuilding of San Diego have developed block after block of city buildings, miles of city railways, a steam railroad to the Arizona line, the wonderful "Exposition Beautiful of 1915," and a number of other developments so valuable to a progressive city; with wondrous Coronado as a fitting gem among the vast investments.

Just look at the romance in the bringing about of all those results which, if one did not know the story, would be considered just "big business" and no more.

Why it is in the air down here, Isabel. I really am getting romantic myself. I danced several times last evening and wound up by sticking with the entire jolly party for a second edition of the "dansant" down in the grill which is unlike anything else in California or, in fact, in our whole country. It might be duplicated somewhere but the Coronado atmosphere would be lacking.

I can hear you ask if my romantic feelings of this glorious Sunday morning were developed by a last night's stroll in the "Garden of Allah." No questions, please, for I shall decline to answer.

Yesterday I discovered another of Coronado's exclusive features. It is known as the Beach School for the children of guests. As the classes range from the kin-

dergarten to high school grades, it enables the children to continue their studies while away from home. Just think, they teach all branches of education, even to foreign languages, and fancy dancing. As all this is done in the open air it is both healthful and instructive and quite a splendid thing for both parents and children. If I were a child, I should indeed love it here, as, when the day's studies are over, there is the wonderful beach on which to play, and the surf and bathhouse for a swim.

I do not know how long I am to enjoy the bliss of this "glory spot," but I shall surely get full value from every minute I am here. One day will be devoted to a cruise off the coast to the Coronado Islands that lie, like great sleeping whales, in plain view of the hotel. There will be some good fishing and an "al fresco" luncheon among the rocks of "Corpus Christi," the largest of the group. Then a beautiful sail home in the twilight, past historic Point Loma and up through the channels where Cabrillo's ships first entered a California port. More romance still; sure enough. Did I not tell you that this place is filled with it, both ancient and modern?

So there you are, just a fraction of what I would like to tell you about the "joy of living" which each succeeding day develops here on Coronado's strand. I know it is going to end all too soon, but, Isabel, this won't be my last visit and until I return I shall have something to look forward to and write you about.

It may be that you can join me in my next trip here. Nor shall I forget the babies. This is an ideal spot for them and you also, my dear. Here's to a little family gathering here and may it come at no far distant date is the wish of

Your loving

*Pollyann*



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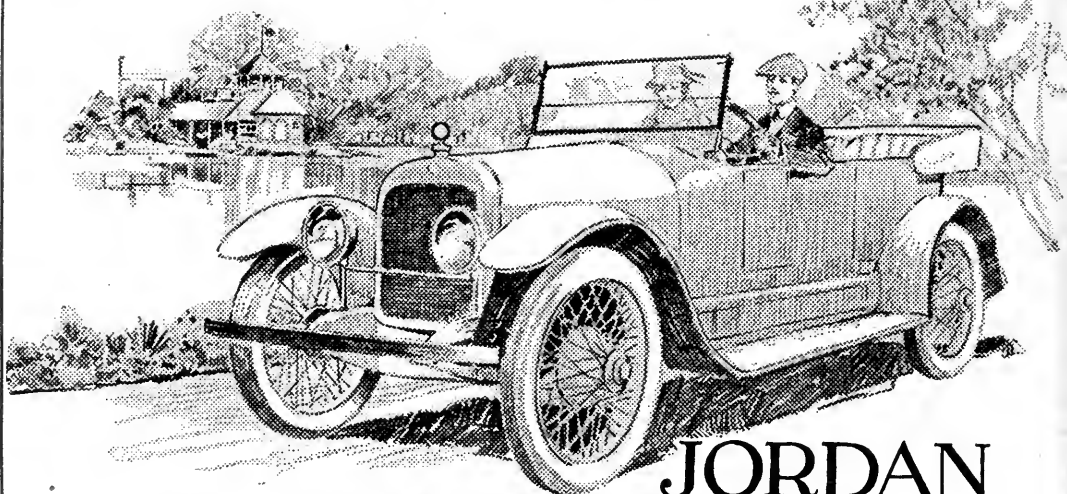
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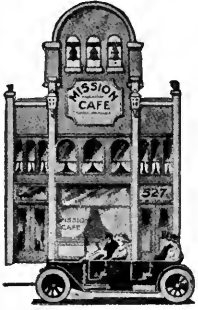
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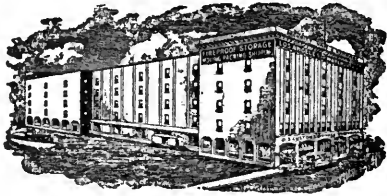


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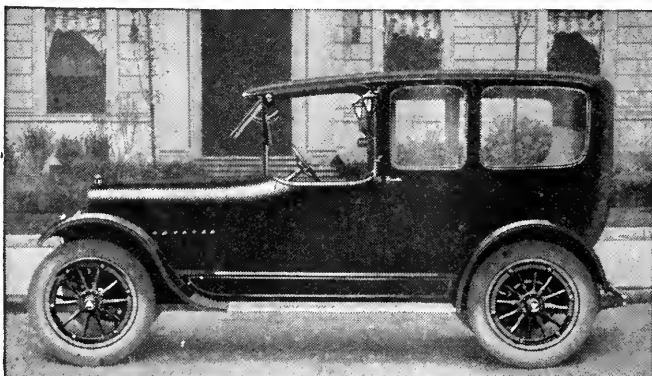
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		Daily	Daily Ex. Sun.	Daily Ex. Sun.		
						Daily to G. R.
<b>Pere Marquette</b>  <b>Station,</b> <b>Harrison St. and</b> <b>Fifth Ave.</b> <b>Chicago</b>	0	Lv Chicago.....	8 00 A M	12 00 M	4 25 P M	11 30 P M
	90	St. Joseph.....	10 55 A M	2 35 P M	7 20 P M	2 26 A M
	152	Ar Holland.....	1 12 A M	4 20 P M	9 46 P M	5 00 A M
	178	Grand Rapids.....	2 10 P M	5 00 P M	10 35 P M	6 05 A M
	326	Ar Traverse City.....		11 30 P M		1 20 P M
	387	Charlevoix.....				4 15 P M
	402	Ar Petoskey.....				4 45 P M
			Daily	Daily from Grand Rapids	Daily	Daily
			Ex. Sunday			Ex. Sunday
	0	Lv Petoskey.....		12 25 P M		
	15	Charlevoix.....		12 57 P M		
	77	Lv Traverse City.....	5 30 A M	3 30 P M		
	225	Grand Rapids.....	12 30 P M	11 55 P M	4 50 P M	7 05 A M
	250	Holland.....	1 12 P M	1 00 A M	5 43 P M	7 51 A M
	313	Lv St. Joseph.....	2 40 P M	3 35 A M	8 08 P M	10 10 A M
	402	Ar Chicago.....	5 30 P M	7 20 A M	11 00 P M	1 15 P M

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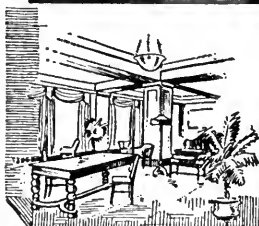
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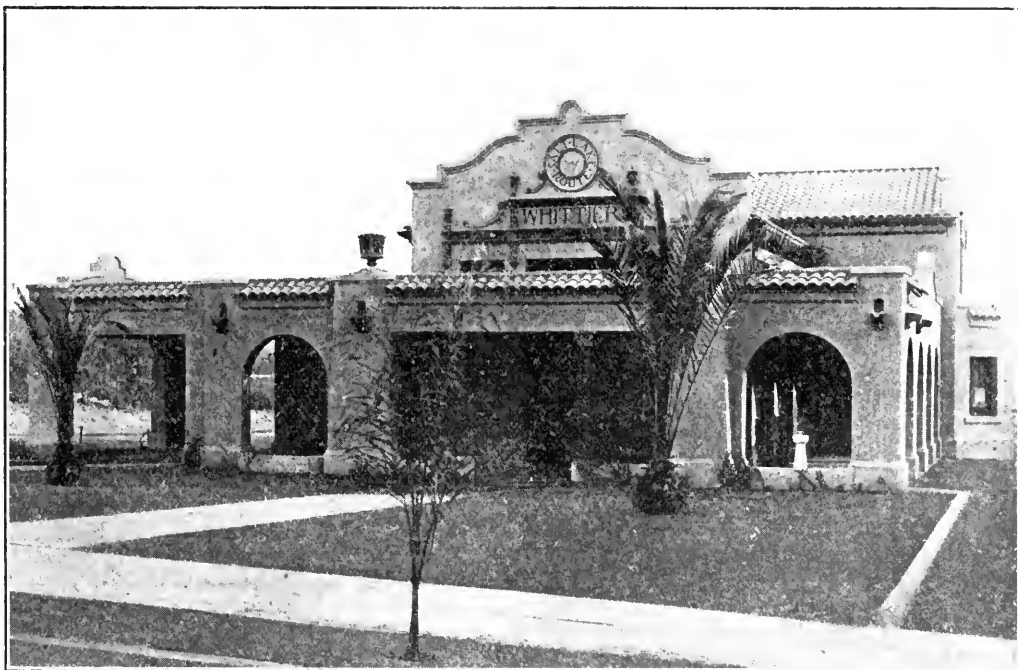
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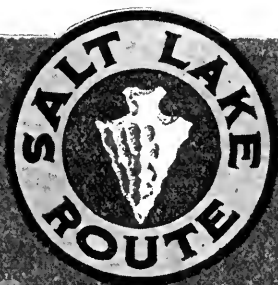


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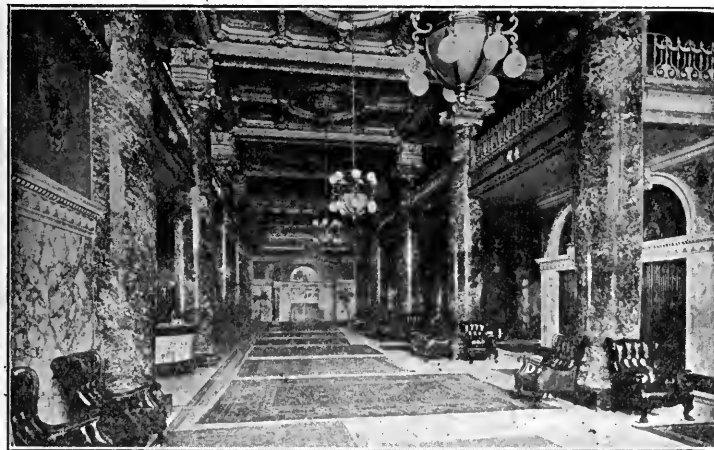
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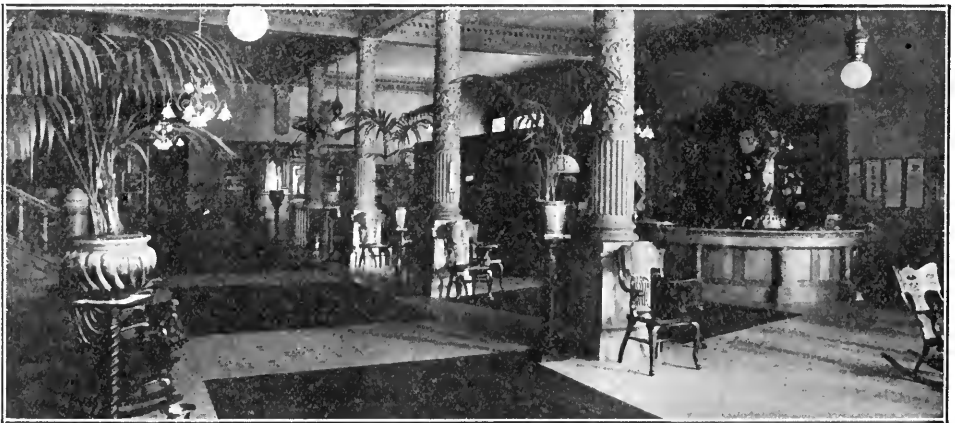
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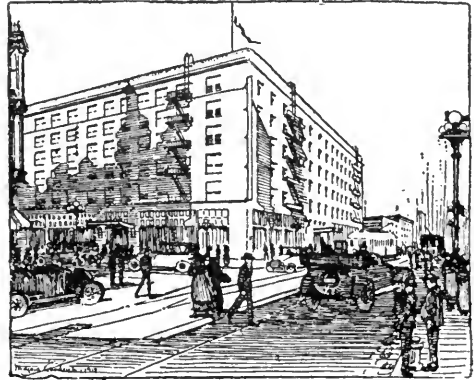
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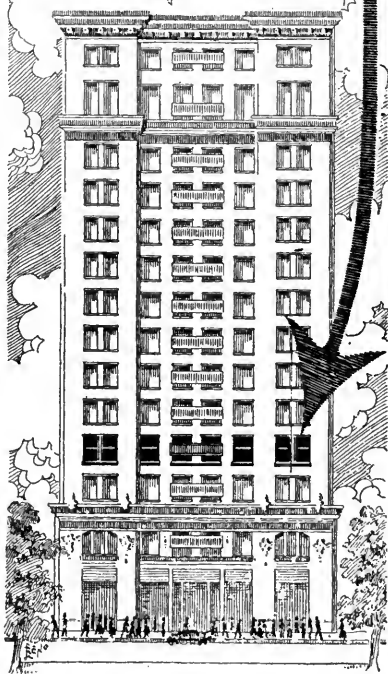
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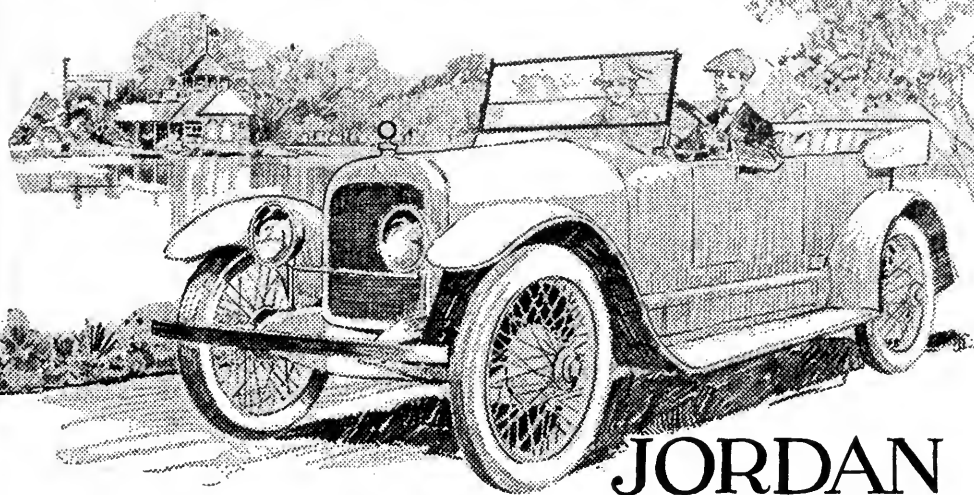
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*Five Silvertown Cord Tires* and five 32x4-inch wire wheels standard equipment. A fashionably low car.

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# The Arrowhead

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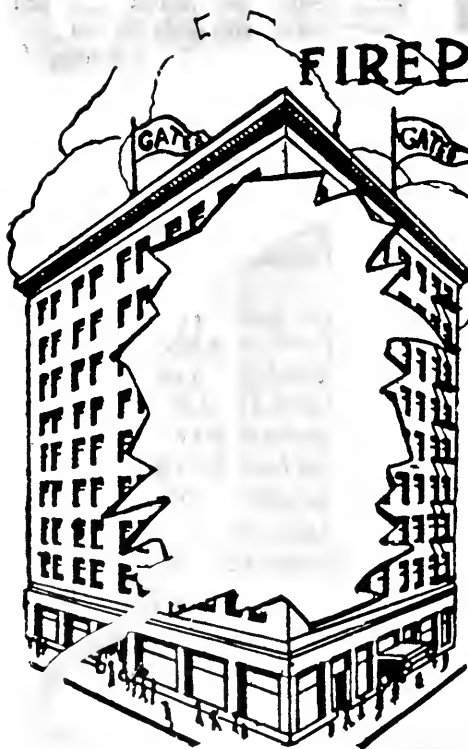
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# THE ARROWHEAD

## MAGAZINE and GUIDE BOOK

Devoted to Western Travel and Development

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# W H I T T I E R

## "The Ideal City of Homes"

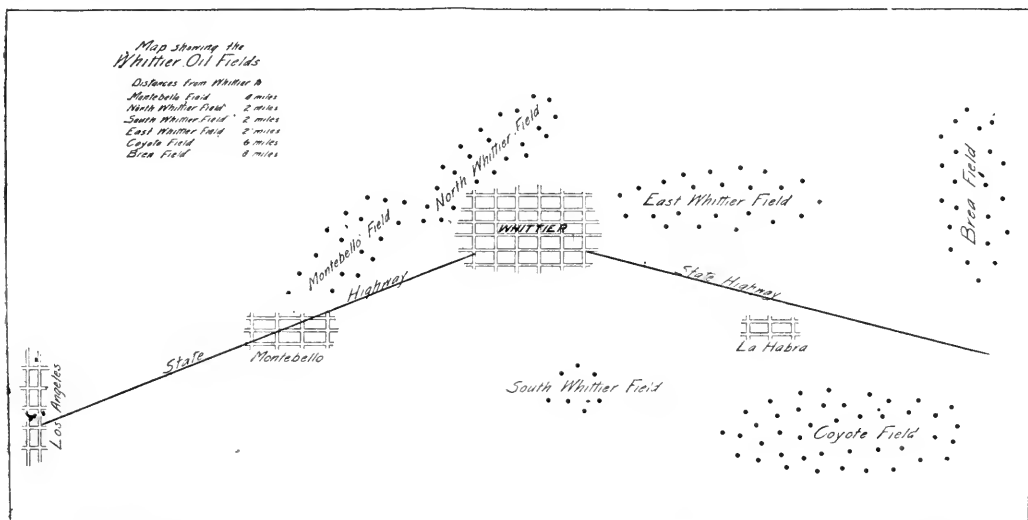
By M. J. HAIG,

Secretary Whittier Chamber of Commerce

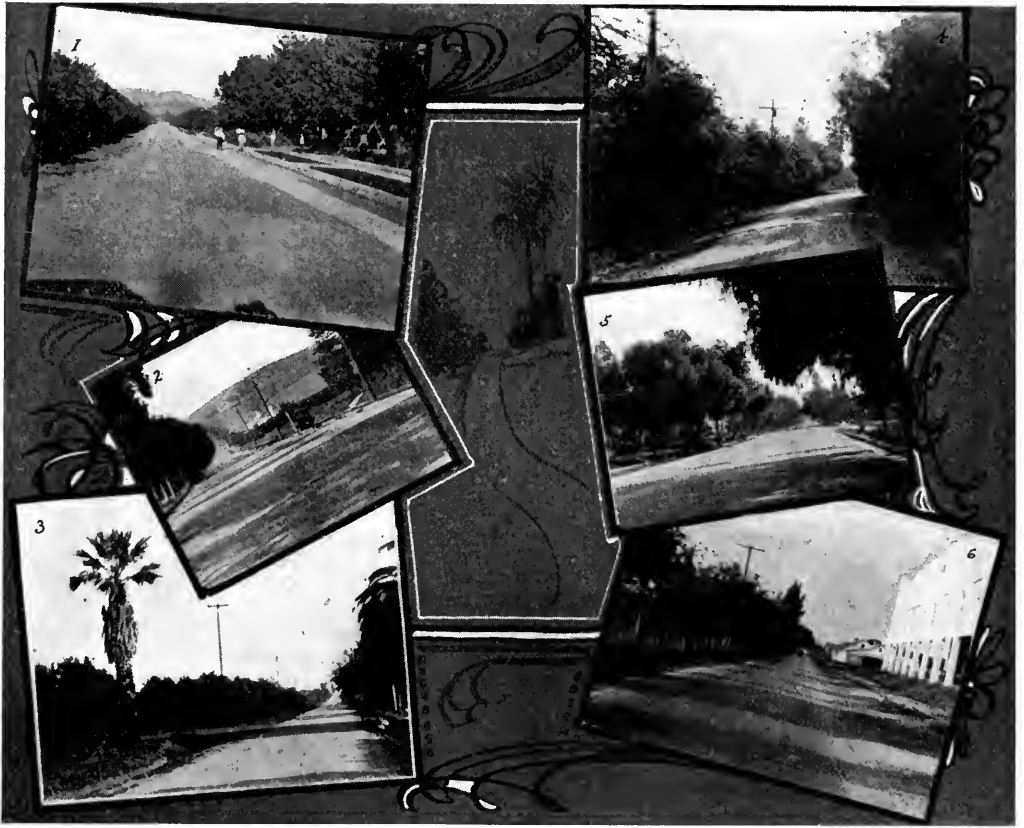
THE City of Whittier, namesake of the great American poet and exponent of his ideals, is one of the most favored spots in America's wonderland; where the easterner, seeking, perhaps, health, happiness and the fullness of life, may well hope to find the home of his dreams. Ideally situated at the base of a low lying range of protecting hills, in the southwestern portion of Los Angeles County, Whittier is fifteen miles from the City of Los Angeles, twenty miles from the foot of Mount Wilson, eighteen miles from the pleasure resorts of the Pacific Coast; in close contact with every feature of Southern California's diversified interests and easily accessible to all of them by

excellent paved boulevards, in which Southern California surpasses the world.

Whittier has long based an increasing and well established prosperity on her horticultural wealth. Oranges, lemons and English walnuts have been the basic resources of this district for thirty years. Many of these early established citrus groves are only within recent years approaching the maximum of their productiveness and are responsible for the remarkable records of production secured here. The future of the citrus and walnut industries are particularly bright in the Whittier district, where many young groves have yet to reach their fullest possibilities, and where in newly developing districts,



Map Showing the Location of Whittier in the Very Heart of the Rich Oil Fields.



**WHITTIER IS SURROUNDED BY A NETWORK OF ROADS LIKE THESE.**

- (1) *A Motorist's Delight.* (2) *An Easy Grade.* (3) *Through Miles of Oranges and Lemons.* (4) *Entrance to Leffingwell Rancho.* (5) *Smooth as Glass.* (6) *Skirting Whittier.*

hundreds of acres are yet to supply their carloads of delicious fruit to the markets of the world. A most significant fact bearing upon the value of a Whittier citrus grove is that much of the new land available and adaptable to citriculture is owned by people living in Whittier or close by in Los Angeles and neighboring territory. Here is an investment yielding splendid returns to the lover of agricultural life and to the owner who is able to give close personal supervision to his farming operations. The rapid growth in value which accompanies the development of an orange grove, is illustrated in the North Whittier Heights and Orchardale sections. These are young districts possessing all the advantages for citrus growing of the old and tried Whittier district. When one considers the former district was offered to the buying public less than five years ago, at which time there were only planted 20 to 30 acres of citrus trees, and that there are now growing on this property in a high state of cultivation, some 1500 acres of lemon, orange, walnut and avocado orchards, and when one stops to consider the fact that at the time the subdividers purchased these raw unwatered lands, they were worth only from \$75.00 to \$350.00

per acre, and that there are four-year-old orchards on these lands at the present time which are conservatively estimated to be worth, and are selling for prices ranging from \$1500.00 to \$2000.00 per acre, then and only then does one begin to realize what the development of a property like this means to Whittier.

English walnuts have figured importantly in the development of Whittier. The first association of walnut growers was formed near Whittier in 1887, and prior to this organization for marketing, many groves had been planted. Gradually the planting continued in a wider area, till today the fact that a half million dollars flows annually into the pockets of walnut growers in this section is sufficient evidence that the industry ranks high in establishing the fundamental prosperity of Whittier.

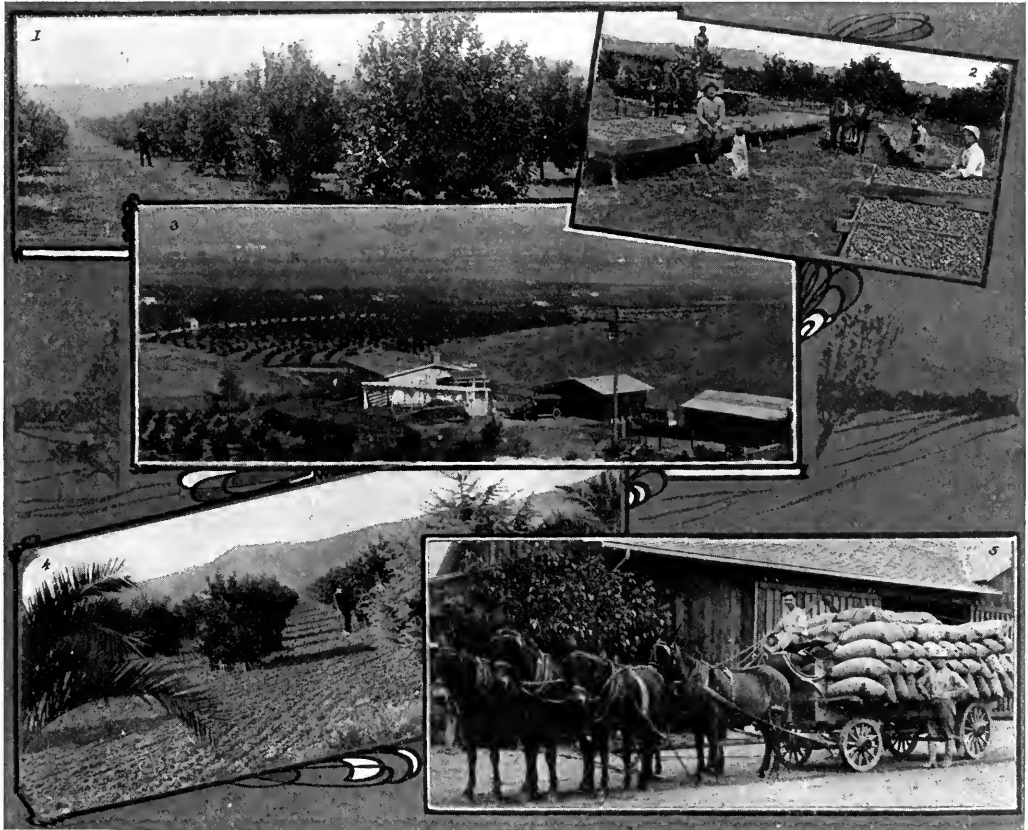
But we purpose to tell of another industry whose establishment in this district has been more recent and whose growth at the present time is more rapid and more spectacular. Twenty years ago no one suspected that the hills surrounding Whittier were unseen reservoirs of crude oil. Development began about that time and has continued steadily to the present until

today the oil output of the companies adjacent to Whittier equals all its other industries.

With the establishment of the main offices of the Standard Oil Company for Southern California in Whittier the importance of the oil situation began; for employees and executives at once began to live here and to create a marked effect upon the business of the city. With the opening of the war and the consequent increased demand for petroleum products of a high grade, began the present spectacular development in the district. Every company in the field realized the need of increasing production. There followed the opening of new territory with a valuable discovery in the Montebello fields. Where a year ago there was no evidence of oil operations, now are visible perhaps thirty or forty derricks at work and in various stages of drilling. This field is now producing 15,000 barrels per day of high gravity oil. The Whittier News of February 27, 1918, states that the acreage leased around and in the vicinity of the Montebello field calls for the commencement of

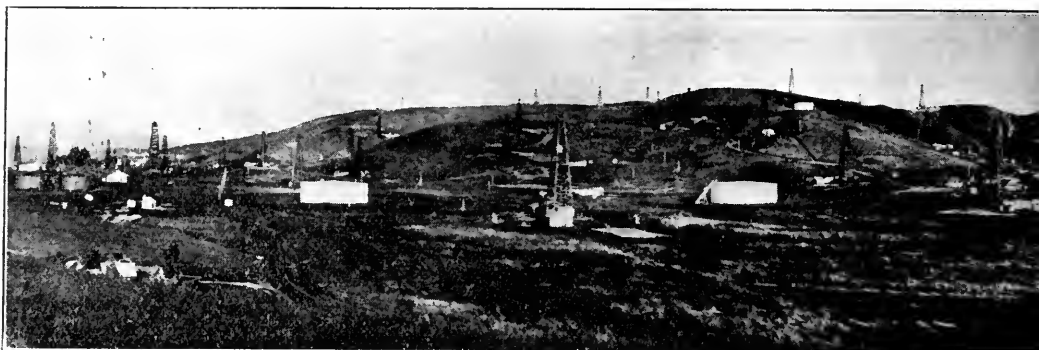
drilling on not less than 126 wells during the next 90 days. The future for the Southern California oil industry is shown by the fact that one year ago there were 73 wells drilling in the fields where there are 105 drilling at the present time. In the same field there were 672 producing wells a year ago against 706 today. The quality of the oil produced is better than a year ago and is accounted for by the big increase in production on the Murphy properties in the East Whittier fields and the Montebello field which produces uniformly high grade oil.

Wildcatting is at its greatest height at the present time in the southern field. Every conceivable corner of the southland is being sought for oil. This reaching out of all the producing companies, large and small, which are making a feverish quest for the black liquid wealth is being done in spite of the fact of the highest prices ever reached for oil well drilling supplies and indicates a future outpouring of wealth which cannot now be estimated; and assures a prosperity for Whittier and other Southern California cities which will double



WHITTIER IS FAMOUS FOR HER ORCHARD PRODUCTS.

- (1) A Four-Year-Old Lemon Grove. (2) Sorting and Grading Walnuts. (3) A Home with a Million-Dollar View. (4) Orange Groves Protected by the Hills. (5) This Load of Walnuts Worth \$1,365.00.



PANORAMA OF A PART OF ONE OF THE

their population and give lucrative employment to many more citizens.

The class of men employed by the oil companies furnishes a strong foundation for the prosperity of any community. With a wage scale ranging unusually high, the men employed here are able to command



*A Natural Gas Gusher Near Whittier.*

the better things of life for themselves and family. In all the oil companies of this district men are employed on three shifts of eight hours. Wages range from a minimum of \$129 per month for roustabouts and helpers to \$210 per month for skilled drillers and machinists.

Some of the companies maintain excellent camps on their leases. Unmarried men are furnished board and rooming accommodations of a high order. Single rooms are provided for each individual, comfortably furnished and maintained. In some cases luxurious club features are provided by the companies around which centers the social life of the men. In these quarters, at any time during the leisure hours of the day or night, groups may be found in front of the cheerful fire from a gas log in the open grate, reading and enjoying themselves in various ways, according to his own inclination.

The classification of workers is very complete and the work of each class is thoroughly systematized and organized. First there are the rotary drillers who handle the powerful rotary tools used whenever the geological conditions warrant their use. Next come derrickmen and rotary helpers, standard drillers, tool dressers, pumpers, firemen, roustabouts, gaugers, carpenters, rig builders, blacksmiths and machinists. In addition there are various executives and scientific investigators in connection with the industry all of whom go to establish a set of conditions which makes Whittier the basis for one of the most flourishing of industrial as well as agricultural cities of Southern California.

Many of these high class workers and executives make their homes in Whittier. At the present time there are 250 families or more employed by one company. It is estimated that there are at least 100 more of various other employers.

The rapid increase of population in Whittier, traceable largely to these new discoveries and the phenomenal development in older oil fields, has severely taxed the housing capacity of the city. As a result many local investors and newcomers from eastern states have found upon their arrival here a ready investment for their money in a field which yields an immediate income





*OIL FIELDS IN THE WHITTIER DISTRICT.*

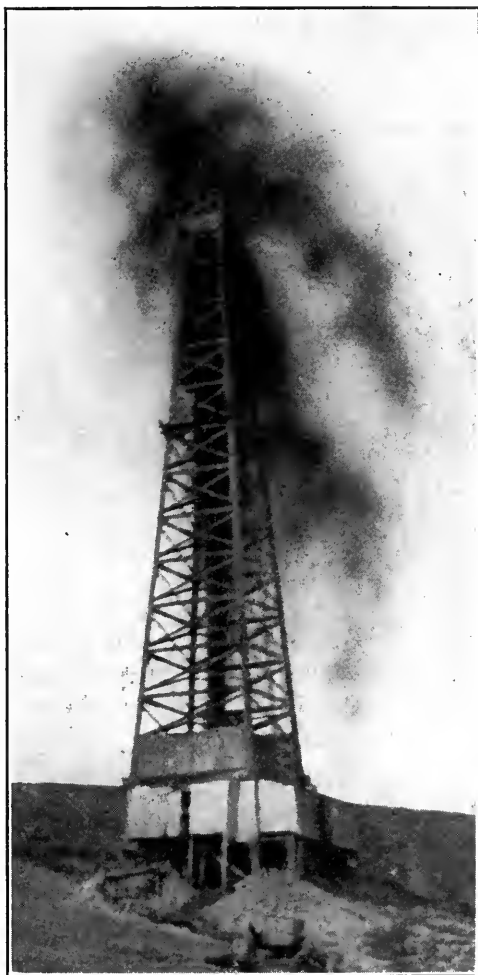
and furnishes all the year round revenue, with certainty for a permanent future. One local investor has recently completed a group of eleven moderate priced but attractive and modern bungalows. All of them were rented before completion. A number of other houses, bungalow courts and apartments have been constructed, but the demand still exceeds the possibility of supplying present needs. Local capital is unable to keep pace with the demand for increasing housing facilities on account of the fact that it is largely invested in citrus and walnut lands. Investors living here and possessed of the scientific knowledge required for the highest success in citriculture, generally prefer these investments. Considerable capital is also required for the improvement and operation of citrus properties. However, in spite of the growing cost of material, new construction is continuous in Whittier at the present time and many projects are now planned for relieving the crowded situation.

A resume of facts relating to recent building and municipal improvement conditions in Whittier will indicate the prosperity now being enjoyed here.

During the fiscal year ending July 1, 1917, there were 130 building permits issued with an estimated value of \$219,136, and most of these were for homes. It will be seen that the valuations indicate a most substantial class of buildings. This is the fact, and while the average is perhaps \$3,500, there are many that have reached the \$10,000 mark. Steady increase in population and continued building of homes can be accounted for only by the fact that here in Whittier conditions are such that home owning appeals to the average man and woman. Taxes are reasonable and the home owners realize that they are receiving a dollar's worth of value for every dollar of the tax money. One reason for the present tax rate is the fact that Whittier has always believed in paying as she goes. In other words, the building fever has not struck in, as it has in many cities in the southland. At present the indebtedness from this source is but \$192,875, which is very low indeed when compared with the amount permitted by law, which is 20 per cent of the assessed valuation. This would

give Whittier the right to incur bonded indebtedness of more than \$600,000, in addition to her present indebtedness. Of course, the greater the amount of bonds the greater the taxes.

But as a rule the homeseeker settles in a community first and then looks up the



*An Oil Gusher Near Whittier.*

question of taxes. Some are more far-seeing on the financial side of the question, but they are in the minority. The first question which must be satisfied in the minds of parents is relative to the advantages offered by the schools. Then comes the question of sanitation and health and the church and social life of the district. Whittier is prepared to answer all of these questions. To the parents with children not yet of school age, this city can point to its well conducted kindergartens and then to graded schools. For the older students the High School and Whittier College offer exceptional advantages.

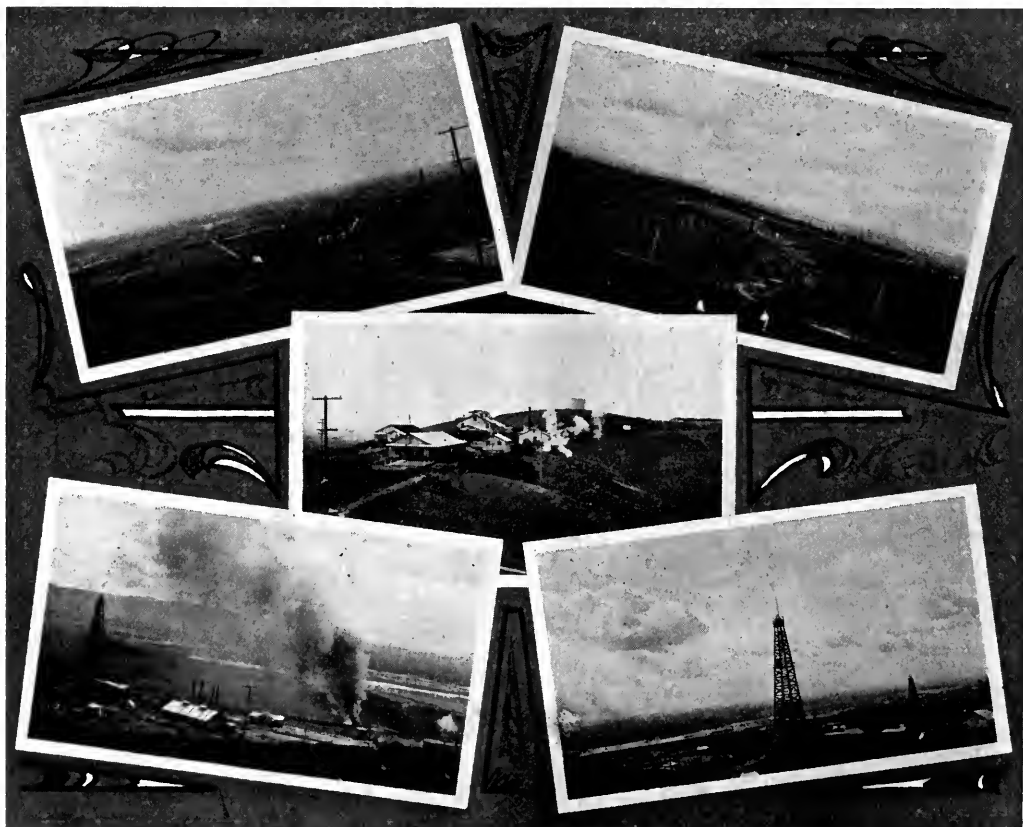
The question of health was largely settled for the builders of Whittier before any thought was given to sewerage disposal and health rules. The gentle slopes of the foothills have always afforded natural drainage and the slight elevation, about 200 feet above sea level, has assured freedom from the heavier fogs. The full rays of the afternoon sun reaches every portion of Whittier, and the invigorating ocean breezes have carried away the germs before a secure lodging place has been found. Not content to leave this important matter entirely in the hands of a benevolent nature, the enterprising citizens of Whittier have expended about \$150,000 for a modern

sewer system, which consists of a 100-acre farm, septic tanks and an internal sewer system and outfall valued at \$100,000.

Linked closely with sanitation is the question of water. Whittier is wonderfully favored in this particular. From deep wells the pure water which finds its source in the snow of the mountains is pumped directly into reservoirs and mains. There are five wells, valued at \$7,500, and six acres of water bearing land upon which other wells may be placed.

Not only is Whittier's growth apparent in its building activities and commercial enterprises, but in the size and power of its financial institutions. Study of the pages which mark the history of its banks will show that day by day, month by month, year by year, there has been that steady growth which marks the upbuilding of every rightly managed depository of the people's money.

Here in Whittier the recent splendid success in the flotation of the Second Liberty Loan of 1917, when \$543,000 worth of these securities were sold and very largely paid for by purchasers through and out of the local banks, gives evidence of the growth of both the city and the financial institutions. This evidence is strengthened materially when it is known that there was



SCENES IN THE MONTEBELLO FIELD OF THE WHITTIER DISTRICT.



*AMONG THE OIL WELLS IN THE WHITTIER FIELD.*

- (1) *Capping a 51,000,000-Foot Gasser.* (2) *A Flowing Oil Well.* (3) *A Forest of Derricks Near Whittier.* (4) *In the Whittier Hills.* (5) *In the Coyote Field.* (6) *New Territory.*

not the slightest noticeable effect in the carrying on of the everyday business life of the city.

The Whittier National Bank and the Home Savings Bank took a prominent part in the campaign for the Liberty Bonds and their combined deposits at the close of business November 20, 1917, was \$1,414,337.77. Their resources today are over \$1,750,000. The past year the total resources of the Whittier Savings Bank have increased over \$150,000 and deposits in like proportion. It was incorporated as strictly a savings bank, but in order to broaden its scope of service, a commercial department was added during the past year, thus enabling it to fully meet all nature of banking needs. The commercial department deposits have almost reached the \$100,000 level and the savings deposits are crowding the \$750,000 mark. Its banking home is a beautiful structure erected at a cost of \$40,000. Its slogan, "The Growing Bank of Complete Service," exemplifies it as a growing bank in a growing community.

The resources and deposits of the First National Bank for the year 1910 were \$702,891 and \$471,500 respectively; at the close of 1917 the corresponding figures

were \$1,232,522 and \$965,936. The steady, consistent expansion of all of these banking institutions can only be attributed to the fact that as representatives of the community's financial and business interests, they reflect the consistent and healthy growth of the City of Whittier.

One of the safest barometers of growth in any community is the story told by the records of the post office. Figures may be juggled for the average employer, but not so with Uncle Sam. Postmaster J. S. Todd asserts that there is little need for padding the figures to demonstrate the healthy growth of this city and district. A survey of the receipts for the past five years will prove the contention that the best city in the southland is forging ahead. In 1912 the receipts from all sources were \$18,597.56; in 1913, \$19,376.77; in 1914, \$20,132.44; in 1915, \$21,281.26; in 1916, \$21,984.45, and the estimated receipts for this year will pass the \$22,000 mark.

The natural gas produced in Southern California oil fields was allowed to waste into the air formerly, but today the Southern Counties Gas Company has spread a network of mains over Los Angeles and other counties, thereby giving 42 cities a natural fuel product which, up to a recent

date, was a wasted resource. The natural gas served in Whittier and the adjacent districts comes from the oil fields south-east of Whittier. The gas is a by-product of oil pumped from the ground. It is taken from the oil at the wells through the medium of a gas trap. The oil passes through a series of pipes and the gas is allowed to rise into the gas mains.

At the present time the total amount of natural gas being marketed amounts to about 30,000,000 cubic feet per day, being sold to consumers for industrial and domestic purposes. As new wells are developed the gas output will insure to new industrial users a certainty of low priced fuel of the highest heating capacity. Whittier is fortunate in being assured of an ample supply for all the probable needs of her present and growing population.

Mr. Reader, know then some of the reasons why Whittier is an ideal "City of Homes."

If you have in mind a visit to California in the spring of 1918, visit Whittier and verify the facts of this story. Determine for yourself that a wonderfully equable climate and an ideal location are base reasons for Whittier's appeal to the traveler and homeseeker; determine that financial conditions are sound; that a wonderful soil produces wealth in the form of oranges, lemons and walnuts, which are worth millions of dollars; that a high moral tone creates a distinctive atmosphere of refinement; that the educational facilities afforded by city schools, high schools and Whittier College intensifies that refinement; that the cost of living is lower than

in the east; that social and club activities are delightful phases of city life; that health, happiness and the joy of living are here in abundance.

But above all, remember that a stream of nature's wealth stored in the nearby hills perhaps furnishes you the basis of a condition which provides an immediate income so that you may make a home in this land of your dreams. For remember that in Whittier 250 to 500 families must be provided with good homes, for men who represent the backbone of an industry that is established, that is absolutely permanent and that is developing rapidly; so that a conservative investment of the earnings of youth can be made to yield an immediate return for the happiness and comfort of age.

Dear Town, for whom the flowers are born,

Stars shine, and happy songbirds sing,  
What can my evening give to morn,  
My Winter to thy Spring?

A life not void of pure intent,

With small desert of praise or blame;  
The love I felt, the good I meant,  
I leave thee with my name.

Thus wrote John Greenleaf Whittier when informed that Whittier, California, had been named in his honor. Well indeed has his namesake lived up to the ideals of the famous American, for the flowers of prosperity adorn her pathway, the happiness of delightful living is the gift of her people and the star of a brilliant destiny lights her future.

## *The Agricultural Possibilities of East Millard County, Utah*

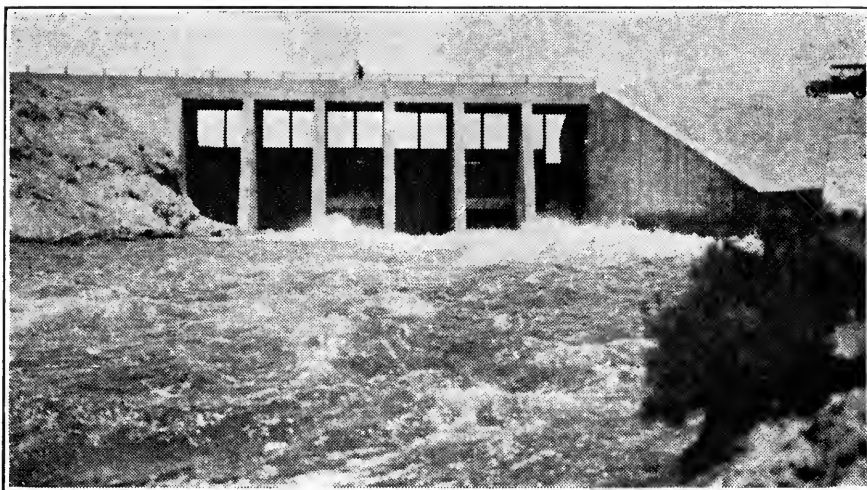
By JOSEPH SMITH

SO much has been written in the past as to the possibilities of East Millard as an agricultural center, that the subject seems to be one about which no more could be written without much repetition of what has already been written. But to one who has lived in this country for any length of time, the subject appears to be an ever new one, and that the story has not half been told.

When one takes a trip out over the various well-tilled farms in this part of the country, and sees that although there are thousands of acres of land under cultivation and all producing growing crops, and takes into consideration the fabulous yields of these same acres with the amount of water available for use at this time, and then sees the number of acres which are

not producing anything but giant sagebrush, for the lack of water, one cannot help but wonder what would be the result if water could be obtained for the land now lying idle.

On one of the trips of various business men into our section, notable among whom were Mr. F. D. Kimball of the Sevier River Land & Water Co., this same question came to their minds, and the subject of obtaining the necessary water for these lands was broached to some of our leading citizens. About this time, or soon thereafter, the Legislature of the State passed a law providing for the creation of Irrigation Districts, where water could be obtained close at hand for irrigation purposes. After the law became part of our statutes, some of our citizens broached the



*Spillway of the Sevier Reservoir Dam, Millard County, Utah.*

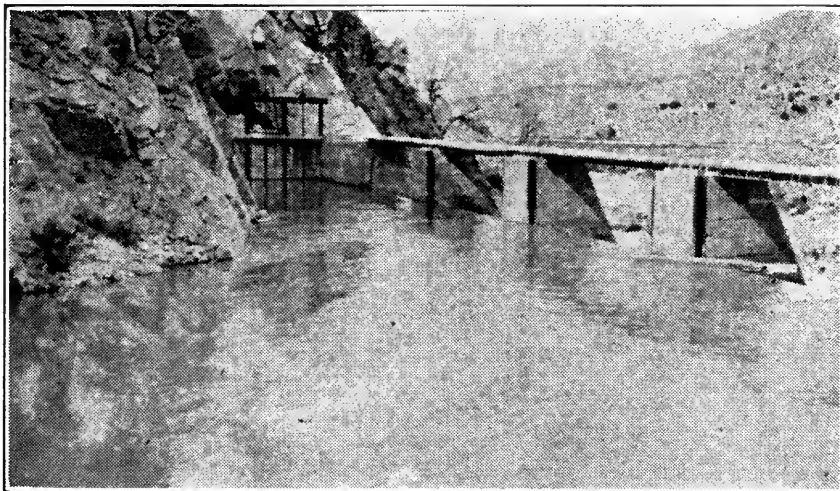
subject to Mr. Kimball on one of his business visits here, and obtained the satisfying answer that he was for it heart and soul if the people would form the District according to law.

The fact that the District was formed, and with only one dissenting vote, is ancient history to most of us now; the fact which appeals to us most at this time is that we are going to obtain from the above named company 30,000 acre feet of water to irrigate 30,000 acres of land that now remain idle for want of the necessary water for irrigation. This did not come about without unremitting effort on the part of some of the most influential men in East Millard County, and much good missionary work was done before the end in view was realized.

This means to this country that where only one blade of wheat grew before, thousands of blades will shoot, and in-

crease the food resources of our country by many thousands of bushels of wheat, and not only wheat but rye, oats, barley, corn and all the other grains which are so necessary to the living of mankind and the animals he raises. It means that many acres of sugar beets will be grown, for there is not a country under the sun which is better adapted to the raising of sugar beets than East Millard County. And with the raising of sugar beets, factories will be established here for making the beets into sugar, of which commodity there is a very great shortage in the world markets today. It means, in short, that we are going to do our part in this great world war, in the feeding of our soldiers and those of our Allies.

But now comes the best and greatest news of all, and one which we, as a people, think rivals at this time the obtaining of water for the lands, and that is the



*Diverting Dam of Sevier Reservoir, Millard County, Utah.*

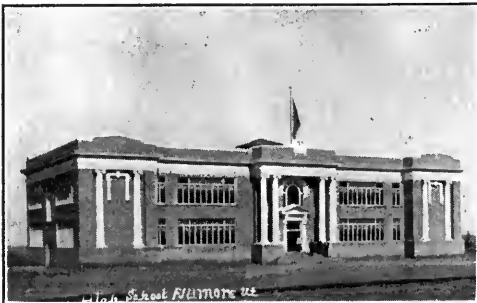


*The Day Hotel, Fillmore, Utah.*

new railroad which is being projected to run from Lynndyl, on the main line of the Salt Lake Route, down through Oak City, a natural fruit and farm products center, to Holden, a great grain and lucern seed and beet center, and then on to Fillmore, the county seat of Millard County, and famous in days gone by for its apples and other fruits, also grain and lucern seed, then on to Meadow and Kanosh, whose cattle have been the talk of many a market for many a day, the latter town to be the terminal. It is largely due to the efforts of George W. Craig that the new railroad is being projected. After one trip through this rich country he stated that this was the place for a railroad, and has since steadily worked to that end.

With the tonnage which will be supplied the new railroad to haul out, it will be a success from the start, but what we need at this time, more than anything else is two or three thousand new farmers, to till the soil, for the number already here cannot possibly handle this large proposition. There is land here for everyone who cares to come, and they will be made welcome. Prices of lands are not high at this time, but it is a foregone conclusion that they will steadily advance in price and that now is the time to get some land while "the getting is good."

We have the best of schools here for educating the young, manned by the best teachers obtainable, and a new High School building built at a cost of \$70,000, than which there is no better in the State. There may be some which cost more to build, but there are none from which better results are obtained. This High School



*High School, Fillmore, Utah.*

is at the head of the public school system of the county. We also have excellent public school buildings in the various towns through which this railroad will pass the other towns of the county, all fully manned with the best of teachers. Indeed Utah and every county in the State has long been known for the way the people foster and encourage education.

In all my travels, and I have traveled some, I have never found more hospitable people than the Mormon people. They do not try to force their religion on one, but allow each to think for himself. Of course they are very glad to have you join with them, but if you do not care to, they are your friends just the same. And let me say right here, that the writer has not yet joined the Mormon Church, although he has been here steadily for the past five years, and more. And he numbers among his best friends the Mormon people.

In the way of amusements, we have theatricals, picture shows, dances, and all the other amusements which are to be found in every town wherever you go.

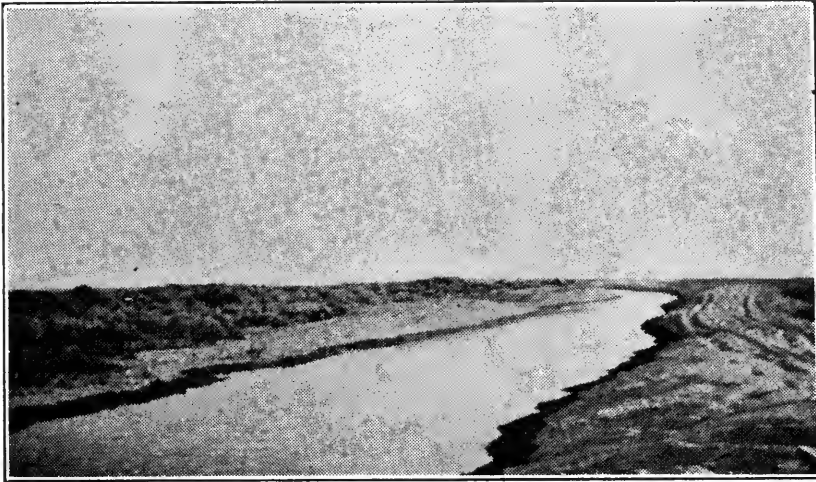


*A Flowing Well Near Fillmore, Utah.*

But the main thing is that we have the land and water, land which never bakes, will never require any drainage, having a natural drain to the west, does not contain any alkali to speak of, but enough for the raising of beets. To those who are seeking a place to establish a new home, where the prices of land and water are very low compared with those obtaining in other parts of the country, where you will receive a hearty welcome from everyone, we say, come to East Millard, the land without one regret; where every man receives the full measure of his toil, and where some of the greatest markets in the world await your products at the ends of one of the greatest railroad systems in the country.

If you have specialized in stock raising to a large extent this is one of the best places in the world. If your specialty is dairying, we can guarantee that every pound of milk you produce will be marketed right here, for the dairying proposition in Millard is among the more important factors in the county. There are at present not to exceed 15 cheese factories





*A View of the New Canal, Millard County, Utah.*

in the whole State, and six of them are in Millard County. If you wish to raise bees, there is no better location for an apiary than in East Millard, for this section, as well as the rest of the County has long been known for the quantity and quality of the honey produced here. Coupled with this is the fact that practically all the farmers here raise alfalfa hay, and anyone who knows anything about bees, knows that this is an extremely necessary factor in the production of honey on a large scale.

If your specialty is poultry raising, this is the place for you, as some of the best prices in years are now being obtained for eggs and spring chickens. In fact there is hardly anything which can be raised on a farm in the temperate zone, which cannot be raised here.

There are at present over 50 large artesian wells in this valley, some of them flowing at the rate of 1,000 to 2,000 gal-

lons per minute and used to a large extent in irrigating some of the farms, with more and more wells being drilled each week, the weather permitting. These wells have been flowing since a year ago last November and until a few months ago were without a cap of any kind, and not one of them shows a decrease in flow.

Another factor in our favor is that the presence of a very rich grade of lubricating oil has been discovered here and at present a big company is drilling two oil wells; this company, the Old Capitol Petroleum Co., is very enthusiastic over the proposition, stating that there is no question but that a very good grade of oil will be produced here within a short time, as all indications point to the bringing in of a huge gusher before very long.

In Fillmore, the County Seat, we have just installed an electric lighting distributing system, obtaining our power from the Southern Utah Power Co., and ample



*Liquid Wealth for East Millard County, Utah.*



*Working on the New Canal, Millard County, Utah.*

power can be obtained for manufacturing purposes of all kinds. We also have paved sidewalks, with a number of more miles to be installed with the coming spring. Our Water supply for culinary purposes is unexcelled, as indeed is that of all of our other towns. In short we have one of the best propositions to offer anyone and everyone who cares to make his future home with us. Come to us, we will be glad to extend to you a hearty welcome.

Look into this proposition; inquiries will receive the most prompt attention if di-

rected to the Progress, Attorney T. M. Ivory, any County Official, F. D. Kimball, of the Sevier River Land & Water Co., of Salt Lake City, Stevens Mercantile Co., James A. Kelly, Carl H. Day, T. Clark Callister, Mayor of Fillmore, or any of our other leading citizens. We have now spoken our little piece, the future rests with yourself, only don't wait until all the land has been taken and then come in to find that you have to pay double the price you would have to pay for the same land today.

## *The Branch Agricultural College of Cedar City, Utah*

By L. H. KUNZ

IT has been thought, by some people, that the system of modern education is not bringing the results which were attained in "The good old days" of the three Rs and the birch stick. Some would-be authorities of finance say that a college education, today, is a poor investment and that the expense of running the schools is bankrupting the state and the nation. Others, among the ancient ones, go so far as to ridicule the methods which are being used to prepare the boys and girls for future citizenship. One old gentleman was reported to have expressed himself in a remark of this sort, "Yes, my boys are goin' to college and takin' 'Basket Ball' and three good meals a-day." The good breeding, acquired in our so-called superficial education, restrains us from getting back a hugh joke on this "Stone-wall Kicker" of our community. What if we were to tell how many tons of hay were

stored away by these same basket ball huskies and whence came the three good meals a-day? Sometimes we are greatly deceived by the "Brevity of Wit" and are inclined, in a hasty glance, to take the old man's short-sighted criticism as a pedagogical axiom. Modern education has its limitations that is true. It is to be regretted that the "Sins of the fathers are visited upon the children to the third and fourth generations," and we still have among us relics of the birch stick fraternity—those who never get an idea through their brains except through the birch stick telegraph. This is the kind of student that the pessimists, like the above mentioned, always refer to as an example of the unsatisfactory result of our present schools. How they roll up their eyes and dote on the stock expression of "The educated fool", forgetting that before the creature went to school, he was a plain fool.

It is a mighty argument in favor of modern methods that even a fool can be educated in spite of his deficiency in **gray matter**. People who see the larger horizon of our educational ideals are troubled very little by the narrow prejudices of the cronic knockers, consequently, it is unnecessary to waste further time upon the subject.

It is a rather significant fact that the state of Utah was settled in 1847, and for fifty years nobody seemed to think there was anything, of much consequence, south of Provo. For fifty years, the southern sun sported its myriads of wondrous color combinations on the majestic peaks of "The Little Zion", observed, only occasionally, by the dull eyes of an humble shepherd. Southern Utah was not uninhabited during this time, nor were the people, who pioneered this country, lacking in sterling characteristics or artistic appreciation. On the other hand, some of the oldest towns of the state are in this part of the country; towns which will go down in history for their high ideals of community welfare. For twenty years, the town of Orderville practised a system of social economy that would have satisfied the fondest hopes of Charlotte Perkins Gilman, could she have seen the theories she now advocates, worked out in this remote settlement. Attempts were made, at an early date, to utilize the immense mineral deposits of the country, but to no permanent purpose. There was too much uninhabited desert land, the towns were far apart, transportation was slow, therefore there were no markets. There were 'a few church academies established but their influence was not far reaching; but more serious than all these drawbacks was the fact that Southern Utah lacked indus-

trial organization. It needed socializing, it needed sectional motivation and it needed concentration of its forces towards a common interest. It is true that the people worshipped the same God, spiritually, but they failed to "put their shoulders to the same wheel," commercially speaking. Up to 1904, there was not a bank south of Richfield. We are now ready to consider the initial force which vitalized this country, that of the influence of education in this direction.

In 1897, the University of Utah established a Branch Normal College at Cedar City. This site was chosen after much deliberation on account of the fact that Cedar City is centrally located and offers many favorable advantages for a college town. The choosing of this site roused the interest of all the people of all the towns. For the first time, in the history of Southern Utah, the people had a unity of interest. The school was built, some of the best teachers Utah has produced, such as Dean Benyon and Howard R. Driggs, of the present University faculty, were sent to the Branch Normal and in due time, the school furnished many of the teachers for the state. A higher mental and moral culture was soon imbibed by the naturally intelligent and energetic people of the south. In 1904, the Bank of Southern Utah was founded with a capital of \$25,000.00 and now in all, there are ten banks with an approximate aggregate capital of \$365,000.00, the deposits amounting to about \$2,000,000.00. Newspapers were edited and many Carnegie libraries were equipped. The church, aroused to competitive rivalry, greatly strengthened its schools at St. George, Beaver, Hinckley and other places and many other towns put in High schools; and by virtue of all these influences of an



*Main Buildings, Branch Agricultural College of Utah, Cedar City.*



*Well in Iron County, 900 Gallons Per Minute.*

educational character, Southern Utah suddenly sprang into a new era of progress and prosperity.

In 1913, the Branch Normal College was changed to the Branch Agricultural College, in order that a closer relationship might be fostered between the educational opportunities and the industrial activities of the people. In the five years, in which the school has featured, hundreds of acres of land have been added to the farming and fruit raising area, water has been conserved, much desert land has been cultivated and a finer breed of live stock has been introduced into the country. The soil is deep and rich, and where water is scarce, artesian wells are used with great success.

The school maintains departments in both wood and iron work. The shops are equipped with the most modern, up-to-date machinery, thus making it possible for instruction to be given in high-grade mechanics. The boys at the present time are constructing farm buildings as well as making hard wood furniture suitable for an artistic home.

Going hand in hand with these departments, the school can boast of one of the strongest departments in Home Economics to be found in the state. Mrs. Rena Maycock is in charge. Well-balanced meals are being served for about nine cents per plate. War conservation dishes have been worked out with surprising results. The domestic art department, under the direction of Miss Skidmore, has turned out great quantities of Red Cross work this year and is preparing to enter the service with doubled force. "Build Homes in Southern Utah" is the slogan, adopted by the school and every effort is being put forth to make this home building conducive to the highest comfort and happiness of the people.

The Agricultural, Mechanic and Home Economic departments are augmented by instruction in Physics, Chemistry, Biology, Art and all the related sciences, so essential to a complete understanding of the subjects taught in the same. A Commercial department not only is preparing students to enter the Civil Service, but it is giving instruction in farm and household accounting. It ought to be inserted, lest an impression is given out that the school believes in all work and no play,

that our famous Basket ball **five** are, at this time, playing the last games for state championship. This is the fourth time they have taken the championship of the Southern division, not forgetting the memorable occasion when they carried the State.

Although the Branch Agricultural College believes that "Labor Is Life," and that a sound mind is fostered only in a sound body, it has by no means lost sight of the cultural influences, for the spirit, of the study of music, art and literature. The daily toil of life would indeed be heavy were it not for the influence of these esthetic subjects. Aside from their socializing value they enhance the spiritual life of the people to an untold extent. We are safe in saying that Southern Utah is in a fair way to produce its proportion of musicians, artists and poets when the state finds time to turn its attention to the higher arts.

The school is now a full-fledged Junior College, offering all the courses toward a liberal education. The University of Utah through its Extension division is training those of our students who desire to make teaching a profession. For the last twelve weeks a class of prospective teachers have been thoroughly drilled in actual class room teaching and the results are indeed inspiring.

No country, not excepting Switzerland, is said to surpass Southern Utah in its scenic beauty. The landscape glows with color and the southern skies reflect its wonders in the fleecy clouds and in the marvelous sunsets. The shadows of earth are celestialized in the heavens and no person need regret the fact that he was not born in the classical age of "Grecian skies and Italian summers."

The Branch Agricultural College and the people of Southern Utah have this message to give to those of other lands, especially to those who are now huddled together on the artificial roof gardens in the hopes of a breath of purer air. Our country is too big for us. There are hundreds of acres of land waiting for the plough. Many a natural reservoir sight is merely waiting for hands to lay the stones of the dam. Mountains of coal and iron lie waiting for the miner's pick. Every ingredient of cement manufacture simply awaits the process. Abundant timber grows around our homes, waiting for roads. The opportunities and resources are here and we invite you to "Build Homes in Southern Utah."



*One of Utah's Numerous Canals.*

# The Agricultural Outlook In Utah For 1918

By E. G. PETERSON,  
President Utah Agricultural College

At the opening of the 1918 agricultural season, Utah farmers are facing one of the most prosperous years in the history of the commonwealth. Nobly responding to the appeal for greater production of foodstuffs, the men on the farms of Utah are finding that their patriotism will make them prosperous. What is of greater importance, when the honor roll of states is called, Utah will again be with those heading the list.

Specific figures of production for the coming fall are of course impossible. Estimates are at present dangerous with spring just opening over most of the State. But that all of Utah's important crops will show a materially increased yield is a safe prediction and advance estimates of livestock numbers over last year show material growth.

Utah's agriculture is particularly well balanced. With her dry farm land given over to wheat and her irrigated acreage raising largely sugar beets, alfalfa and potatoes, the State is in a position to help materially in the present shortage of the staple food products. A preliminary agricultural survey of the State indicates that these

main crops will be harvested in abundance this fall. An extremely open fall, one that made plowing possible as late as Christmas even in the northernmost part of the State, made it possible for the farmers to prepare a great amount of land for spring planting. Over most of Utah the fall wheat met with favorable fall conditions and established a promising stand. Over southern and eastern Utah, where unusually dry conditions prevailed during the fall and early winter months, the fall wheat is not so promising, but spring planting will bring this acreage into the high production column. It is not too much to say that Utah will meet the government's request for a million bushel increase in her wheat crop this year.

Sugar beets will show materially increased yield. Acreage will be enlarged owing to the satisfactory price for beets guaranteed the farmers by the sugar beet factories. Due to the fall preparation of land for sugar beet planting, the number of acres available is greatly increased.

Doubtless the Utah potato crop will show a decrease over last year's production. Due to the high prices prevailing last spring, a



*Rich Valleys Like This Abound in Utah.*



*Fertile Farms Like These Make Utah a Big Agricultural Factor*

greatly increased acreage was planted to potatoes, resulting in a fifty-five per cent greater production of potatoes in 1917 over the 1916 yield. This large yield has made potatoes low this spring, with the resulting tendency to curtail potato acreage.

The alfalfa stand is particularly good. Indications are that the large crop of 1917 will be increased in 1918. The impetus given to the live stock industry in the State, due to the campaign for increased meat production, and the increase in the dairy business, due to the present high price of all dairy products, have insured an ample market for all hay raised. The increase in dairying is particularly interesting in this respect. It has been estimated that since the war began, Utah has increased her export of condensed milk fourteen times, her export of cheese seventeen times, and her export of butter six times.

Due to the abundance of hay in Utah, the excellent range conditions, and to the relatively mild winter, the livestock outlook is particularly bright. A mild spring, which now seems assured, will result in a great increase in lambs, calves and pigs. Throughout the winter months consistent campaigns for a live stock increase have been conducted by the county agents in all parts of the state, under the general direction of the Utah Agricultural College, with the result that both the quality and quantity of live stock have been increased. The movement to place at least a few sheep upon every farm in Utah has made great headway, while the campaign being waged at present to put a dozen hens in every back yard is going to increase Utah's meat and egg production surprisingly. Figures at present available indicate the following increases:

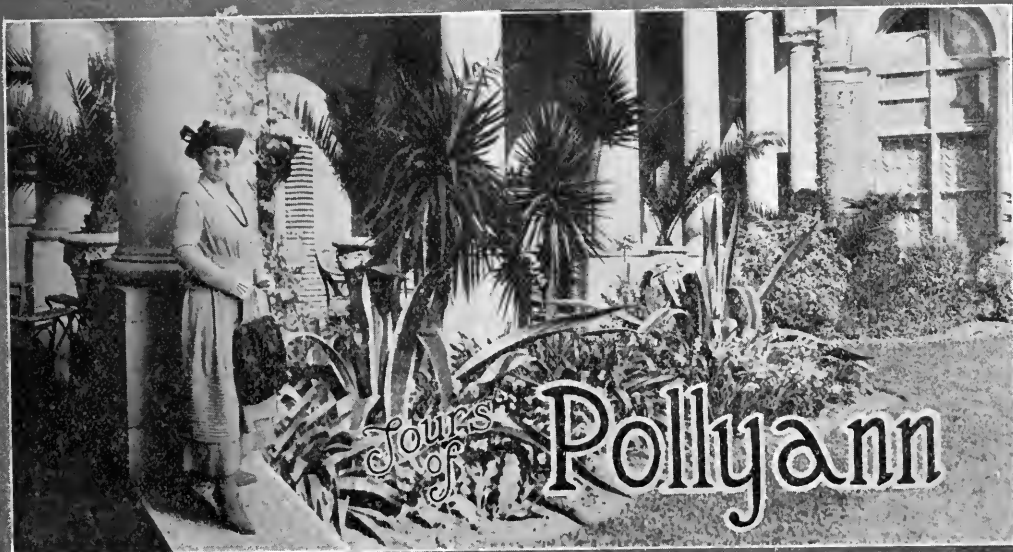
	1917	1918
Cattle (other than dairy)	408,000	457,000
Sheep .....	2,089,000	2,340,000
Hogs .....	101,000	102,000
Dairy Cattle .....	91,000	96,000
Horses .....	138,000	145,000

A particularly encouraging feature of the agricultural season for 1918 is the added impetus being given to the home garden movement. This movement met with great success in Utah last year; but with an earlier start, better organization and the experience of one campaign behind them, those in charge of the movement are confidently predicting even greater success for the coming season. The boys' and girls' agricultural clubs will again make home gardening one of their special projects. Commercial clubs, civic organizations, municipalities and many other state organizations are giving active support to the movement. The country as a whole, it is estimated, planted three million home gardens last year, from which the enormous sum of \$350,000,000 was realized. This year the program calls for five million gardens, producing at least \$500,000,000 worth of food products. Figures for Utah's production for last year are not available, but the State will surely double its 1917 production in 1918.

One limiting factor in greater production for this year will be the labor shortage. With an increased yield called for and with fewer farm hands available, it is inconceivable that a labor shortage would not exist. Utah, however, is preparing to handle its own labor problems. The State Farm Help Specialist is confidently advising farmers to plant every available acre because he is sure that every crop planted can be harvested. The organization of the boys' working reserve, in which every boy in the State between the years of 16 and 21 will be enrolled, is expected to help the labor situation materially. In handling the canning crop, both in the fields, and in the factory, picking fruit, or hoeing, thinning and topping beets, these boys are as valuable as men.

Utah faces the season of 1918 confident that she will meet all demands made upon her. The energy of her citizens, her fertile fields, her determination to do her utmost to help in the present crisis insure success.





## The Hotel Oakland Charms Pollyann

My dearest Isabel:—

I know that I am going to give you a surprise with the postmark on this letter but, really, it is almost an equal surprise to me, that I am writing to my dear, chummy Isabel from this beautiful spot on the east shore of San Francisco Bay.

Memories are developing of the time when Lucille was "finishing" at Mills College and we both so enjoyed her letters, telling of the life here in California's Athens.

Those school day stories were mighty interesting but in the very short time I have been up here I find that it is a new Oakland that I am visiting with everything so spick and span as to remind you of those seemingly never ending rhymes that made "Spotless Town" famous in every American street car.

I remember once hearing some talks on that boosting expression coined by dear Fisher Harris which called upon the natives of our land to "See America First." Everybody went wild over the idea and to hear the oratory that poured forth one would think the whole tide of American travel was coming westward in a body.

Just when the enthusiasm of that long past meeting was at its highest point a big, tall westerner from Seattle arose and "threw a wrench into the carburetor" by declaring that, in order to draw the traveler to "See America First" it would be necessary to get America ready to be seen first. I am willing to admit that he was more than half right, for we were decidedly in second place to Europe when accommodations for the traveler were considered. First we are and first we shall always remain in point of scenic beauties but we needed just the finishing touches to make the pathway one of luxury.

But Isabel, what a change! It just makes me proud every time I think of it. I have already written you about some of the places I have visited in the last year and every one of them has proven a gem. So, when I received an invitation to make a journey to Oakland as guest at a weekend party I immediately began to "camouflage" so as to find a business excuse for the journey. Not only did I find the excuse but I have found another spot where America is more than ready to be seen.

You do not expect to find a hotel that possesses every attraction of the suburban resort in the very midst of a hustling, bustling city, nor, in looking over a resort hotel do you ordinarily even hope to find all those luxuries and comforts that a metropolitan hotel offers to its guests. Yet the Hotel Oakland offers what, under ordinary conditions, might be termed a paradox.

First of all there rises almost beside the city's civic center a most perfect specimen of architecture, standing out in splendid beauty among its sunlit surroundings. The hotel is limited in size by the full lines of a city block and, on our arrival, our car swung into one of the prettiest courts I have ever seen. This court is beautiful in its simplicity and is laid out in the form of a garden, three sides of which are occupied by a loggia copied from the historic Cancellaria Palace at Rome. Here the Oakland presents, on first view, a feature totally unlike any other hostelry in Western America and, really Isabel, there is something of welcome in the warmth and cheerfulness of this spot that causes one to feel as if they were entering a palatial residence rather than a hotel.

Nor did this idea pass as, through the great entrance doors, we were ushered into the series of reception rooms of which



*"The Series of Reception Rooms—of which the Lounge Is a Most Charming Center"*

the lounge is a most charming center. Whoever developed the idea upon which these public rooms were laid out had, first, an eye to the practical features necessary to such a combination and then framed this idea in a most artistic setting.

There is perfect harmony in every tone and color and you know what a crank I am for harmonizing effects in decorations and furnishings. It is just one splendid picture with prevailing colors of gold and tan. The roof of the lounge rises in magnificent arches while one wall is almost entirely occupied by great windows through which the California sun adds still another tint of glorious gold to the exquisite picture.

Before I had even taken the elevator to my quarters I was in love with the place and when I arrived at the rooms that were to be my home for three days I was still further delighted by the completeness of their equipment. If General Manager Jurgens, who is likewise Vice-President of the Hotel Company, has omitted any detail in the furnishing of these sleeping quarters, I surely fail to check up the shortage. It is all there, Isabel, from the dainty mahogany writing desk to the great, big roomy wardrobe chiffonier, closet room galore, and then a white tiled bath of such generous proportions as to make it compete in size with the sleeping rooms of many a hotel.

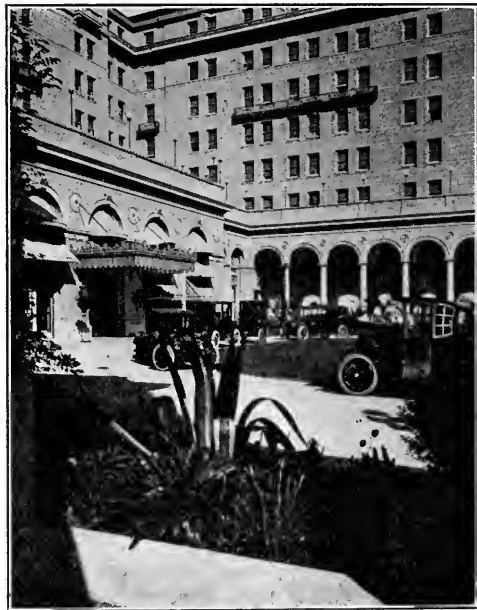
But my greatest surprise was in store when I looked out from my bedroom window. Right in the foreground of the picture lay Lake Merritt, which has been made the center of Oakland's scheme of civic improvement and right well have Oakland's city fathers made use of this salt water lagoon that, but a few years ago, was simply a pond, but is today a most

beautiful lake. As I looked at its waters of bluest sheen rippling in the morning light there dashed into view a white winged sloop carrying a little party of joyous youngsters, out for an early sail. Pausing for a moment in the center of the lake, the dainty craft heeled over on another tack and disappeared behind a little point as her passengers waived a greeting to someone on shore.

Then, for a background, there rose the hills of Piedmont clad in their spring time coat of brightest green and dotted here and there with the villas that are rapidly becoming a factor in Oakland's picturesque beauty. Away over to the west, the waters of the bay showed a glistening surface, in the middle distance with the haze-clad hills of San Mateo far beyond. One just forgets the hum and hubbub of the city as this splendid picture is unfolded and the imagination easily transforms this city hotel into some vine-clad tavern nestled in a glorious valley flanked on one side by the sea, on the other by the beautiful hills, with the little lake at one's feet and the charm of golden California over it all.

But I was not allowed to drink in the scenic picture for long as the telephone summoned me to join a motoring party, of which Manager Jurgens was the personal conductor, to glean a close up view of those same pictures which had entranced me as I gazed from my chamber window. It was a wondrous ride, first skirting the shores of the lake after which Mr. Jurgens directed the car into those verdant hills and through those groves of noble live oaks that have made the Piedmont hills the subject of many an artist's greatest efforts.

We rolled over floor-like boulevards and,



*"The Court—Three Sides of Which Are Occupied by a Loggia Copied from the Historic Cancelleria Palace at Rome"*



*"A Perfect Specimen of Architecture—Standing Out in Splendid Beauty  
Among Its Sunlit Surroundings"*

in passing, viewed Oakland's Polytechnic, with its building that houses two thousand students; hundreds of beautiful homes of which I had already caught a far-away glimpse, finally returning through Oakland's sister city, Berkeley, the home of California's great University. Here we saw the magnificent Greek Theater, a Hearst gift to California's great seat of learning, and rode in an elevator to the summit of Sather Tower which, rising in the middle of the Campus, spread before us a panorama of the University where six thousand youths are preparing for the battle with the world. This Sather Tower is another of Berkeley's art treasures being a duplicate of the Campanile at Venice and from its top one sees a marvelous panorama of hills and bay with the Golden Gate opening out into the broad Pacific. Back to the Hotel for luncheon and then more visits for the afternoon with tea in the great lounge.

I wish I could tell you of every minute here my dear but I cannot spare the time for it all. There was a delightful dance in the ivory tinted ballroom and a jolly supper afterwards in the gold dining room. And, oh Isabel, I was given just a glimpse into that "holy of holies" devoted to the delights of just "mere man"—the bar. I really never have tried to figure out "why men leave home," but after a glimpse into the oaken decorated splendor of the Oakland's bar I can imagine why lots of men are late in getting home. I was only permitted just one peek but, at supper Ida confided to me that, on the night when the hotel first threw open its doors, just a few of the privileged ladies were permit-

ted a real visit to this sanctuary of Bacchus and she, with the other chosen ones, was allowed to sip a bottle of Paul Masson's wonderful California champagne from off a mahogany slab under the eye of a modern, white clad Gannymede. Oh how I wish I might have been there for I confess to a fondness for those choice vintages with which Paul Masson has made California famous.

So now I am winding up this letter on the last evening of my stay and between paragraphs I have gone to my window to look out over the twinkling lights that scatter in a great crescent along the eastern shore. It is a most inspiring sight that is rendered all the more so by a great grouping of illumination that marks where thousands of men are working night and day to aid Oakland in "doing her bit" by building monster ships to meet the losses from the death dealing "U" boats of the Huns.

So you can understand my dear, how busy I have been drinking in the novelties and grandeur of this splendid section of California while quartered in a beautifully situated hotel that, in point of service, equipment and location is unexcelled.

How I longed for you to be with me but then, you are coming here, surely some time and then I can be your guide and we will find no moment unoccupied with delightful interest.

A heap of love to you my dear and don't forget to share it with the babies.

Your own,

*Pollyann*

## a curiosity—

This advertisement is a "curiosity" from the fact that it is bought and paid for by people who have NOTHING TO SELL. It is also a curiosity in the fact that it is a community advertisement from a strong, well established city which is not suffering for MORE growth but is striving to take care of the growth that has come through an unusual chain of circumstances—in fact from a city which is suffering from "growing pains"—and that's what we want to tell you about.

Here is a city of 8,000 people, a city which has become noted for its beauty, its prosperity, its ideal location among the orange groves—a city noted for its fine schools and churches, its strong banks and business houses. This city has, up until now, built and improved in keeping with her growth. But, not-with-standing her rapid strides in progress and building, THERE IS NOT A SINGLE VACANT RESIDENCE, STORE BUILDING, FLAT OR APARTMENT IN THE CITY.

New Industries, a new railroad and one

of the biggest and richest oilfields in the United States have created such a demand for houses and apartments that one oil company of world-wide fame would bring in enough employees to fill 250 houses at once if obtainable.

In fact, so rich is the investment field in this city that this advertisement is placed by a strong organization of bankers, business men and substantial ranchers merged together into a strong Chamber of Commerce, an organization which has nothing to sell and nothing to boom—but is still willing to GUARANTEE to any reputable investor who will build a home to rent or an apartment or flat building to rent, that they will GUARANTEE TO FURNISH A TENANT FOR SUCH HOUSE OR APARTMENT OR FLAT BEFORE THE FOUNDATION IS LAID.

Where is all this possible? In the liveliest, prettiest and best located city of 8,000 in Southern California—only a few minutes away from Los Angeles. The place is

# WHITTIER

*"The Ideal City of Homes"*

and this advertisement and guarantee is placed and given by

THE WHITTIER CHAMBER OF COMMERCE

Whittier, California

—The—

## First National Bank

Whittier, Calif.

THE OLDEST BANK

Capital and Surplus, \$143,000.00

CALL 102 FOR PROMPT SERVICE

## WHITTIER

# National Bank

WHITTIER, CALIF.

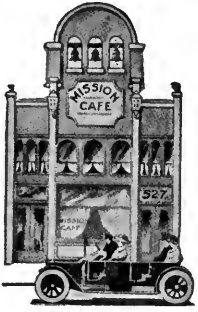
CAPITAL, SURPLUS AND PROFITS

\$157,000.00

COURTEOUS  
LIBERAL  
STRONG

DIRECTORS WHO DIRECT

SATISFACTION GUARANTEED AND  
YOUR MONEY BACK



PHONES Main 5576  
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BEST OF SERVICE  
PRICES REASONABLE FOR ALL

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Manager Home Office General Agency  
Pacific Mutual Life Building, Los Angeles



# HOTEL WHITCOMB

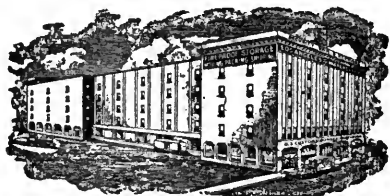
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Room with bath, \$1.50 and up; with detached bath, \$1.00 and up. Tea every afternoon in the Sun Room, with music by the Whitcomb Orchestra.

American and European

J. H. Van Horne, Manager



**Fireproof**

**U. S. Bonded  
Warehouse**

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The largest and safest repository for household goods on the coast. Consign to us and save money.

**Household Goods Shipped East or West  
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Used by the Salt Lake Route  
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**Davis Standard Bread Co.  
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Live more than four-fifths of the population of the United States

**SHIP BY THE AMERICAN**

**PERE MARQUETTE RAILROAD**

**Condensed Time Table**

**Pere Marquette**

**Station,**

**Harrison St. and**

**Fifth Ave.**

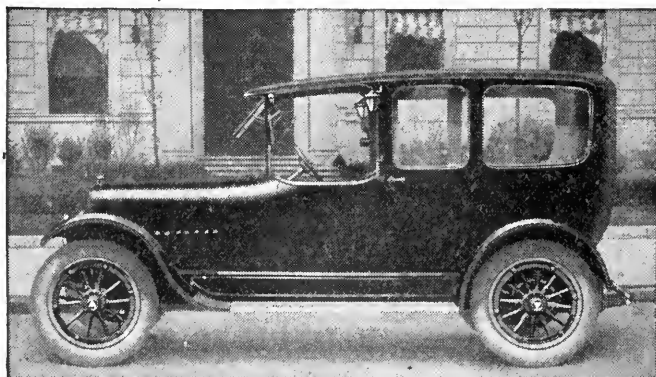
**Chicago**

		Daily	Daily Ex. Sun.	Daily Ex. Sun.		Daily to C.R.
0	Lv Chicago.....	8 00 A M	12 00 M	4 25 P M		11 30 P M
90	St. Joseph.....	10 55 A M	2 35 P M	7 20 P M		2 26 A M
152	Ar Holland.....	1 12 A M	4 20 P M	9 46 P M		5 00 A M
178	Grand Rapids.....	2 10 P M	5 00 P M	10 35 P M		6 05 A M
326	Ar Traverse City.....		11 30 P M			1 20 P M
387	Charlevoix.....					4 15 P M
402	Ar Petoskey.....					4 45 P M
		Daily Ex. Sunday	Daily from Grand Rapids	Daily		Daily Ex. Sunday
0	Lv Petoskey.....		12 25 P M			
15	Charlevoix.....		12 57 P M			
77	Lv Traverse City.....	5 30 A M	3 30 P M			
225	Grand Rapids.....	12 30 P M	11 55 P M	4 50 P M		7 05 A M
250	Holland.....	1 12 P M	1 00 A M	5 43 P M		7 51 A M
313	Lv St. Joseph.....	2 40 P M	3 35 A M	8 08 P M		10 10 A M
402	Ar Chicago.....	5 30 P M	7 20 A M	11 00 P M		1 15 P M

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 IN LOS ANGELES

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 PHONE: Main 977 Home 10477

BILL CHANGED EVERY MONDAY

**The Standard of Vaudeville**

EVERY NIGHT at 8 o'clock. 10c, 25c, 50c, 75c. BOXES \$1.00  
 MATINEES at 2 o'clock Daily. 10c, 25c, 50c, Boxes 75c.

**KINEMA**

Grand at 7th  
 Mats., 15c, 20c; Loges  
 30; Except Sats.,  
 Suns; Holidays.

Shows 12-2-4-6-8-9-20  
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 30c; 50c.

Phones: F-1010  
 Main 104  
 For Reservations

March 3—Mary Pickford in "Amarilly of Clothline Alley". March 10—"The Song of  
 Songs" with Elsie Ferguson. March 17—Wm. S. Hart in "Blue Blazes Rawden".  
 March 24—Cecil B. De Mille's "The Whispering Chorus".

The KINEMA has the largest seating capacity and is the most exquisitely appointed  
 photodramatic playhouse on the Pacific Coast, and plays only first run pictures.

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842 SOUTH MAIN STREET  
 Junction of Spring and Main Streets

EXCLUSIVE HOME OF FIRST RUN

**WILLIAM FOX STANDARD PRODUCTIONS**

Best Music in Town

Program Changes Every Sunday

**ALHAMBRA**

731 SOUTH HILL STREET

In the Heart of the New 7th  
 Street Shopping District

MILLERS HILL STREET THEATRE

FIRST RUN HOME OF

**WILLIAM FOX SPECIAL FEATURES**

and LEHRMAN SUNSHINE COMEDIES

Also The Best Official War Films

PRICES: 10, 20 AND 30C

**TALLY'S BROADWAY THEATRE**

831-3-5 So. Broadway  
 LOS ANGELES, CAL.

FINEST THEATRE PIPE ORGAN IN THE CITY

Exclusive showing of Clara Kimball Young, Norma Talmadge, Constance Talmadge and other Notable Stars

MEMBER OF THE FIRST NATIONAL EXHIBITORS CIRCUIT

SHOWS START: 11, 1, 3, 5, 7:15, 9

PRICES: 15, 20 AND 30 CENTS

**PALACE**

LOS ANGELES' LEADING THEATRE

Seventh Street Between Hill and Broadway  
 IN THE HEART OF THE SHOPPING DISTRICT

SEE WILLIAM S. HART, DOUGLAS FAIRBANKS, MARY PICKFORD, BILLIE BURKE, MAR-  
 GUERITE CLARK, GERALDINE FARRAR, and the famous Griffith and De Mille productions.

Continuous, 11 A. M. to 11 P. M. Prices 15-20-25c.

**THE SUPERBA**

518 S. Broadway  
 Los Angeles, Cal.

SHOWING ONLY THE HIGHEST AND BEST OF THE CINEMA ART

The Superba is regarded as one of the very finest  
 Picture Theatres in America.

**SYMPHONY THEATRE**

614-616 South Broadway  
 10c and 20c. Loges 30c

**NOTHING BUT SUPER FEATURE PLAYS**

OTHER FEATURES MAKES THE SYMPHONY "THE BRIGHT SPOT OF BROADWAY"

SHOWS: 11 A. M., 12:30 P. M., 2, 3:30, 5, 6:30, 8 and 9:30 P. M.

CHANGE OF PROGRAMME SUNDAYS

# San Diego's

*Family and Business Mans  
Hotel*

—the Southwest's  
*Army and Navy  
Rendezvous*



That refined atmosphere of a well appointed home which pervades Hotel Grant; its quiet dignity yet central location and modest tariff are features which distinguish it as the family's, business man's, professional man's and Army and Navy's favorite hotel in the Southwest.

## U.S. Grant Hotel

*J. H. Holmes, Manager*

**San Diego, California**



**LOS ANGELES**



**Absolutely Fireproof**

**ROOMS—Each with Private Bath**

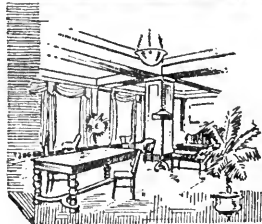
**EUROPEAN PLAN**

TRAVELERS who are accustomed to the best, find at the Clark every possible comfort, convenience and refinement. Luxurious appointments. The constant desire of each attendant

is to render service, tireless, real service. Splendid grill. Located in the heart of the city, opposite beautiful central park.

**FREE AUTO BUS MEETS TRAINS - WRITE FOR FOLDER**

Under Management of  
**F. M. DIMMICK, Lessee**



# The Arrowhead

MAGAZINE and GUIDE BOOK  
Devoted to Western  
Travel and Development



CROWDS ON THE BEACH IN FRONT OF THE BEAUTIFUL LONG BEACH BATH HOUSE



# The Way to California

VIA THE

SALT LAKE ROUTE SCENIC LINE

THE EFFORTS OF PASSENGER AND TICKET AGENTS TO GIVE THIS ROUTE A FAIR PROPORTION OF THEIR BUSINESS TO CALIFORNIA POINTS WILL BE GREATLY APPRECIATED.

LOS ANGELES LIMITED

RUNS DAILY, SOLID, FROM

**CHICAGO TO LOS ANGELES**

Via Northwestern, Union Pacific and Salt Lake Route

Drawing Room-Compartment Sleepers, Tourist Sleeper and Observation Library Car; A la Carte Dining Car Service.

Through Sleepers from Minneapolis, St. Paul and Denver.

PACIFIC LIMITED

RUNS DAILY FROM

**CHICAGO TO LOS ANGELES**

Via Chicago, Mil. & St. Paul, U. P. and Salt Lake Route.

Drawing Room-Compartment Sleepers, Tourist Sleeper and Observation Sleeper.

A la Carte Dining Car and Club Luncheon Service.

Full details of train service, schedules, etc., may be found in the Official Railway Guide and American Railway Guide and the undersigned will be glad to answer inquiries.

Marius de Brabant, Gen'l. Agt.,  
Woolworth Bldg., New York

W. J. Bogert, Gen'l. Agt.,  
819 Oliver Bldg., Pittsburgh

C. E. Emerson, D. P. A.,  
825 Union Trust Bldg., Cincinnati



T. G. Widmeyer, Gen'l. Agt.,  
112 W. Adams St., Chicago

E. B. Erwin, Gen'l. Agt.,  
429 Pierce Bldg., St. Louis

R. E. Elliott, D. P. A.,  
338 Ry. Exch. Bldg., Kansas City

## Hotel Alexandria

(ABSOLUTLY FIREPROOF)

5th and Spring Streets

LOS ANGELES, CAL.



Elegantly Appointed

Banquet and

Assembly Rooms



Cuisine the Very Best



The Franco-Italian Grand

Dining Salon is

Something Heretofore

Unequaled

THE FAMOUS MARBLE LOBBY—ALEXANDRIA HOTEL

100 Rooms, Toilet and lavatory	For One	For Two
	\$2.00	\$3.00 & \$3.50
100 Rooms With Bath	2.50	4.00
200 " " "	3.00	\$4.00 & \$5.00
100 " " "	4.00	\$5.00 & \$6.00
100 " " "	5.00	\$6.00 & \$7.00
100 Rooms, With Bath, Ensuite,	From \$10.00	

700 Artistic and Comfortable Rooms

**ALEXANDRIA HOTEL COMPANY**

VERNON GOODWIN, Vice-President and Genl. Manager

# The ANGELUS HOTEL

LOS ANGELES, CAL.



**One of California's Best Hotels  
Under New Management**

**Located in the Very Center of the Shopping and  
Theatre District  
Being Renovated and Redecorated Throughout**

**California Summer in Summer and Summer in Winter**

FREE AUTO BUS TO HOTEL

F. W. PAGET, MGR.

# HOTEL SAVOY

Sixth Street and Grand Avenue, LOS ANGELES, CAL.



Take 7th Street cars from Salt Lake Station

Take 6th Street cars from Southern Pacific Station

**OPENING DECEMBER 20TH, 1917**

**Absolutely Fire Proof and Sound Proof  
European Plan**

**In Midst of Shopping and Theatre District  
John A. Ewins, Manager**

# HOTEL WESTMINSTER

**Corner Fourth and Main Streets**

**Los Angeles, California**

**A HOTEL OF ESTABLISHED REPUTATION AND STANDING**



**Operated by O. T. JOHNSON CORPORATION**

**R. W. LARRITT, Hotel Manager**

**With detached Bath \$1.00 SINGLE \$1.50 DOUBLE With private Bath \$1.50 SINGLE AND UP \$2.00 DOUBLE AND UP**

Take our tax colored tickets

# Hotel del Coronado

CORONADO BEACH, CALIFORNIA



OPEN  
ALL YEAR

AN HOUR'S AUTO RIDE FROM  
CAMP KEARNEY  
BAY and SURF BATHING, BOATING,  
FISHING, MOTORING, GOLF, TENNIS.

H. F. Norcross, Agent  
527 So. Spring St., Los Angeles  
John J. Hernan, Manager  
Coronado Beach, California

10 MINUTES FROM SAN DIEGO

Tariff \$5.00 and Upward. American Plan.

# NEW ARLINGTON HOTEL

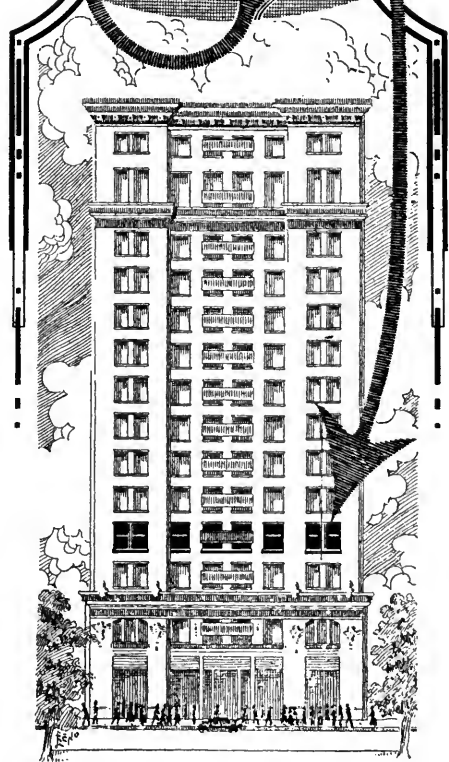
Santa Barbara, California



An absolutely fireproof hotel. All outside rooms, affording plenty of light and air. Headquarters for tourists from all parts of the world. Private lavatories in connection with all rooms. Ideal climate the year round.

E. P. DUNN, Lessee.

# SAWYER BUSINESS TRAINING SCHOOL



THE MOST EXCLUSIVE BUSINESS  
SCHOOL IN THE CITY

Thorough training in Gregg, Pitman Shorthand, Typewriting, Dictaphone, Bookkeeping, Commercial Spanish, Civil Service Preparatory and Secretarial Courses and University trained teachers. Individual instruction produces efficiency in half the time and at half the expense of classroom work. Students may enroll at any time. Rapidity, Accuracy and Absolute Efficiency is our motto. Day and evening classes.

# SCHOOL OF PRIVATE SECRETARIES

4th Floor BAKER-DETWILER BLDG.

HOME - A 6389

MAIN 8754



# SPECIAL EXCURSION TO LOS ANGELES--LONG BEACH HARBORS

TUESDAYS, THURSDAYS, SATURDAYS  
LEAVING OUR OFFICE AT 9:30 A. M. SHARP

Guests Limited to 75

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Only Los Angeles Trolley Trip that includes boat ride. A Free sight-seeing trip from Los Angeles and return, by special electric trains, and through

## LOS ANGELES--LONG BEACH HARBORS BY SPECIAL BOAT

The only boat trip showing the twin ports.

There are many who would take this delightful trip were it not for the erroneous impression they would be bored. Our excursions are free from undignified features. We carry the most exclusive people, ladies frequently being in the majority, who invariably express to us, at the end of the day, their appreciation of our thoughtfulness and courtesies.

## THE F. P. NEWPORT COMPANY

is one of the oldest and strongest of the Pioneer Realty Firms in this city.

F R E E

To you and your friends.

THE TICKET BELOW PRESENTED AT OUR OFFICE ENTITLES YOU  
EVERYTHING FREE

The new \$20,000,000.00 Harbor is a thing to interest you, and our lecturers will fully enlighten you in every particular.

YOU HAVE NOT SEEN LOS ANGELES UNLESS YOU HAVE SEEN HER HARBOR

This is a method of advertising our industrial property; you are not obligated. These trips are educational. You will be pleased.

A salt-air appetite, dainty lunch, steaming coffee.

## EVERYTHING FREE

You'll be glad that you came.

**W. L. TWINING, Selling Agent, F. P. NEWPORT CO.**

206 CENTRAL BUILDING, SOUTHWEST CORNER SIXTH AND MAIN

Main 4792

Home 60175

### FREE SIGHTSEEING TRIP ON LAND AND SEA

Los Angeles--Long  
Beach Harbors

44 miles by trolley.  
22 miles on water.  
Luncheon and edu-  
cational lectures.

Bring your out-  
of-town friends and  
be on time.

We leave at 9:30

Tuesdays

Thursdays

Saturdays

Adults Only

Everything Free

Present this Ticket at Room 206 Central Building,  
108 West Sixth St., Corner Main St.,  
for this delightful trip.

PASS \_\_\_\_\_

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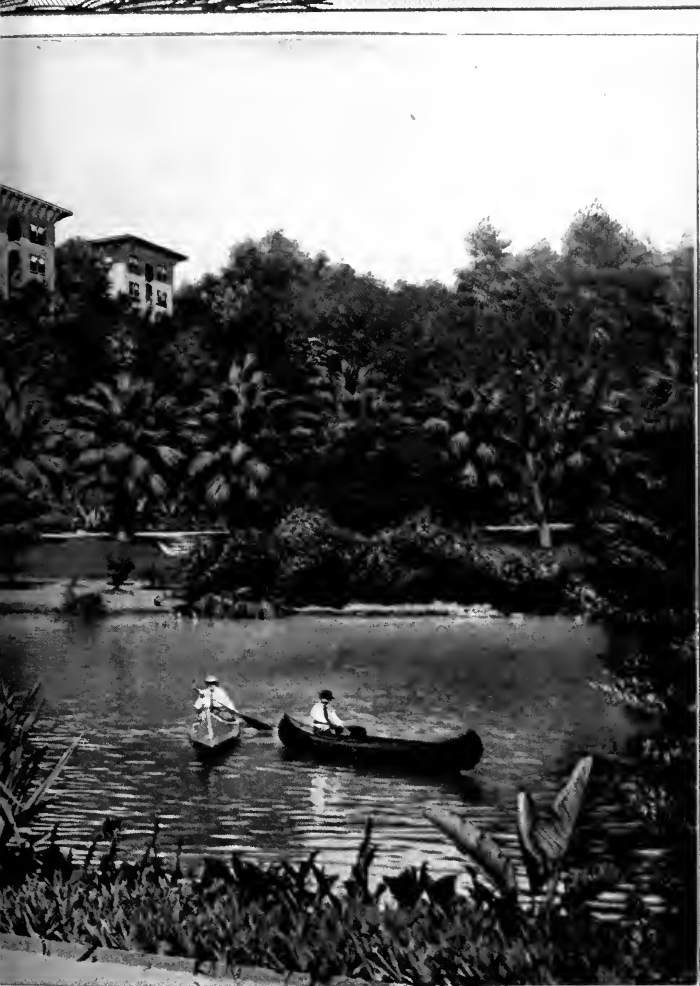
## HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as soft as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

*A. R. JAQUITH, Vice-President*



# LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephone and steam heat. Billiard room, barber shop, circulating library and elevator service to the building.

Large grounds with shade trees, swing sets, children's playground, duck golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds. Eighteen Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

Manager, 2127 West Sixth Street



# INFORMATION

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FOR

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# TRAVELERS

THERE WILL BE IN THE NEAR FUTURE SOME RADICAL CHANGES IN TRAIN SERVICE ON THE SALT LAKE ROUTE. UNTIL THAT TIME THE

LOS ANGELES LIMITED  
AND  
THE PACIFIC LIMITED

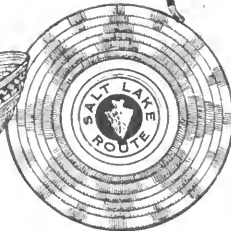
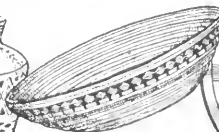
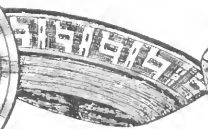
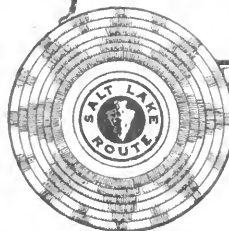
TRAINS WILL BE RUN ON THEIR PRESENT SCHEDULES FROM

LOS ANGELES & CHICAGO

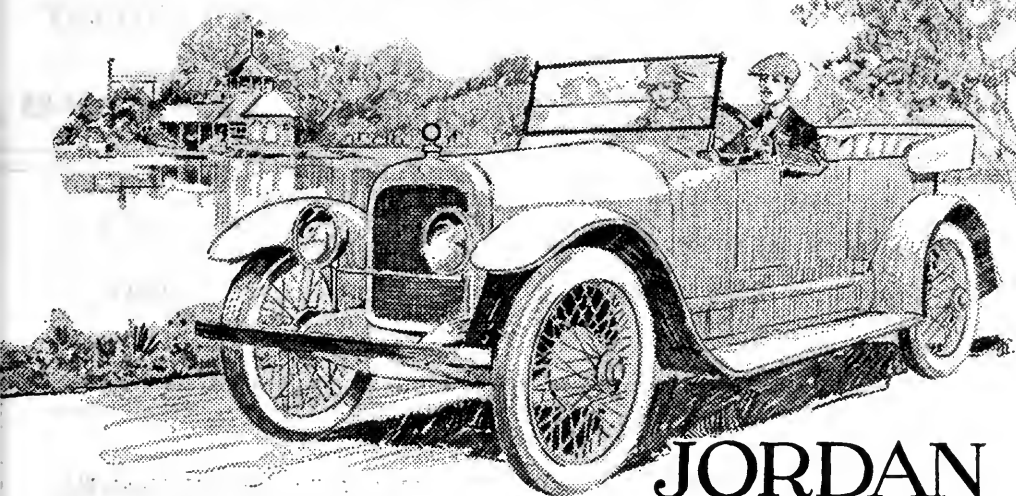
VIA SALT LAKE ROUTE AND UNION PACIFIC.  
FULL INFORMATION MAY BE SECURED AT ANY  
TICKET OFFICE.

## SALT LAKE ROUTE

T. C. PECK, General Passenger Agent,  
Los Angeles.



# At Last— The Complete Car



## JORDAN Sport Marine

The JORDAN SPORT MARINE marks the advent of the mechanically excellent, properly dressed, and completely equipped motor carriage.

This unusual car is distinguished by striking and exclusive features including—

A chassis containing more of the complete standard specifications of the Society of Automobile Engineers than any other car built.

A new power unit, designed and produced by Continental, the master engine builders of the world, and presented to the public for the first time by Jordan. In this motor vibration is eliminated, speed accentuated, power increased and a degree of economy attained that is in advance of the times.

A custom built, all aluminum body; fifty pounds lighter, making possible that beautiful velvety finish.

Body paneled in Honduras mahogany, upholstered in special bright hand-buffed, genuine leather, with velvet tonneau rug.

*Five Silvertown Cord Tires*, and five 32x4-inch wire wheels standard equipment. A fashionably low car.

*Two optional body colors*, Briarcliff green and Ascot maroon.

*Special speed gear ratio*, seventy-five mile speedometer.

*Macbeth green visor lenses*—the glare problem solved.

*Waltham sport clock* and tonneau light empaneled in mahogany in the tonneau.

*Finest sport windshield made*—Troy design with cast aluminum supports.

*Lin-Rubber covering on running boards* and front compartment floor.

*Bumper for protection in Traffic.*

*A real tailored top.*

*Boyce motometer.*

*Curtains that open with the doors.*

The price \$2585 Los Angeles.

S. F. SEAGER & CO.

1205 SOUTH OLIVE STREET

Main 3130

LOS ANGELES

F 5647



PHONES Main 5576  
A 6473

BEST OF SERVICE  
PRICES REASONABLE FOR ALL

## MISSION CAFE

Formerly at 311 West Fifth Street

**FINEST AND BEST PLACE IN THE CITY TO EAT**

GIURAS & MATULICH

**527 South Spring Street,**

**LOS ANGELES**

## SANTA CATALINA ISLAND

**CALIFORNIA'S IDEAL SUMMER AND WINTER RESORT—CLIMATE NEAR  
PERFECTION**

STEAMER "CABRILLO" (346 passengers) makes daily trips. Wilmington Transportation Co. reserves the right to change steamer and times of sailing without notice. For time card and other information, inquire

HANNING COMPANY, Agents

104 (Main Entrance) Pacific Electric Bldg.

PHONES: SUNSET MAIN 36—HOME 10864

**LOS ANGELES**



## HOTEL WHITCOMB

**Market Street at Civic Center, San Francisco**

**BIG GARAGE FREE TO GUESTS**

Room with bath, \$1.50 and up; with detached bath, \$1.00 and up. Tea every afternoon in the Sun Room, with music by the Whitcomb Orchestra.

**American and European**

**J. H. Van Horne, Manager**



## a curiosity—

This advertisement is a "curiosity" from the fact that it is bought and paid for by people who have **NOTHING TO SELL**. It is also a curiosity in the fact that it is a community advertisement from a strong, well established city which is not suffering for **MORE** growth but is striving to take care of the growth that has come through an unusual chain of circumstances—in fact from a city which is suffering from "growing pains"—and that's what we want to tell you about.

Here is a city of 8,000 people, a city which has become noted for its beauty, its prosperity, its ideal location among the orange groves—a city noted for its fine schools and churches, its strong banks and business houses. This city has, up until now, built and improved in keeping with her growth. But, not-with-standing her rapid strides in progress and building, **THERE IS NOT A SINGLE VACANT RESIDENCE, STORE BUILDING, FLAT OR APARTMENT IN THE CITY.**

New Industries, a new railroad and one

of the biggest and richest oilfields in the United States have created such a demand for houses and apartments that one oil company of world-wide fame would bring in enough employees to fill 250 houses at once if obtainable.

In fact, so rich is the investment field in this city that this advertisement is placed by a strong organization of bankers, business men and substantial ranchers merged together into a strong Chamber of Commerce, an organization which has nothing to sell and nothing to boom—but is still willing to **GUARANTEE** to any reputable investor who will build a home to rent or an apartment or flat building to rent, that they will **GUARANTEE TO FURNISH A TENANT FOR SUCH HOUSE OR APARTMENT OR FLAT BEFORE THE FOUNDATION IS LAID.**

Where is all this possible? In the liveliest, prettiest and best located city of 8,000 in Southern California—only a few minutes away from Los Angeles. The place is

# WHITTIER

*"The Ideal City of Homes"*

and this advertisement and guarantee is placed and given by

THE WHITTIER CHAMBER OF COMMERCE

Whittier, California

—The—

## First National Bank

Whittier, Calif.

THE OLDEST BANK

*The Bank That is Big Enough  
For You and Your Friends*

Capital and Surplus, \$143,000.00

CALL 102 FOR PROMPT SERVICE

# WHITTIER

## National Bank

WHITTIER, CALIF.

CAPITAL, SURPLUS AND PROFITS  
\$157,000.00

*OUR OFFICES  
LIBERAL  
STROVE*

DIRECTORS WHO DIRECT

**SATISFACTION GUARANTEED AND  
YOUR MONEY BACK**

# GATES HOTEL

**FIRE PROOF**

## LOS ANGELES

6th & Figueroa Sts.  
Cafe and Restaurant  
Garage in connection  
Take Taxi at Station  
at our expense

LEE HOLLADAY Pres.  
GEO. A. COLLINS Secy.



# MOUNT LOWE



The crowning glory  
of the Southland—  
Towering 6100  
feet in the air.

*Never a More Opportune Time  
to Behold It's Scenic Beauties*

**ROUND TRIP FARE FROM LOS ANGELES \$2.00**

Cars leave Pacific Electric Station Los Angeles  
at 8, 9 and 10 a. m., 1:30 and 4 p. m.

Pacific Electric Railway

# THE ARROWHEAD MAGAZINE *and* GUIDE BOOK

Devoted to Western Travel and Development

Published at Los Angeles, California by the Industrial Department of the  
**SALT LAKE ROUTE**

H. C. NUTT, General Manager

F. A. WANN, General Traffic Manager

T. M. SLOAN, General Freight Agent

DOUGLAS WHITE, General Industrial Agent

T. C. PECK, General Passenger Agent

## BEAUTIFUL LONG BEACH

*"Queen of the Pacific"*

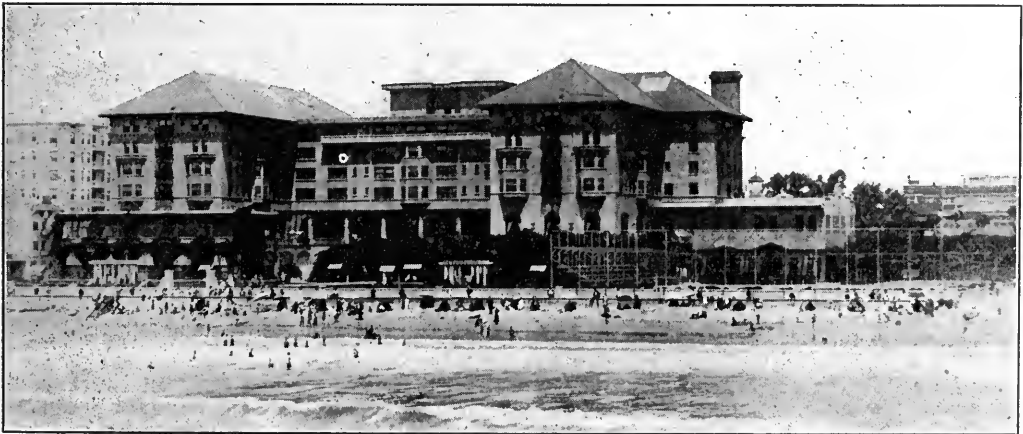
By LYNN W. BALLARD,

Sec'y Long Beach Chamber of Commerce

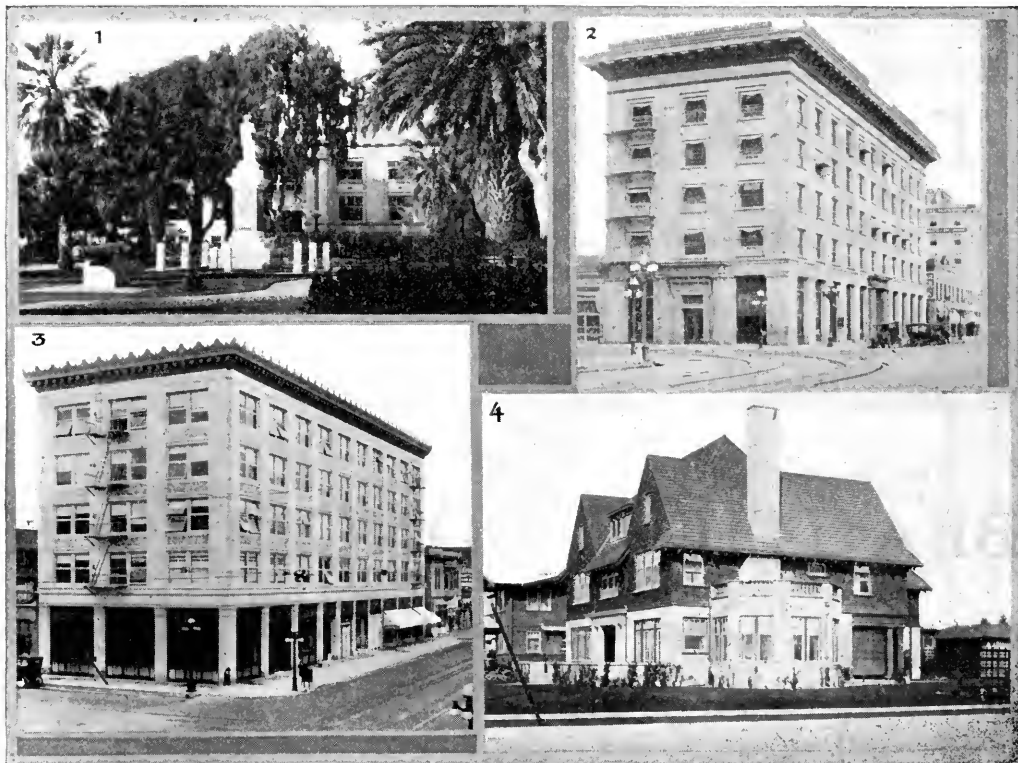
**L**ONG BEACH now has national fame as the fastest growing city in the United States. It is true that many sections of the United States have made wonderful strides during the last ten years. This is especially true of the Pacific Coast with Southern California leading in rapid development. There being degrees in city growth as in all other things, Long Beach takes leading position, having established a world's record during the last census term by increasing her population nearly seven hundred per cent. Those not familiar with our growth naturally ask the question—Why is it? There is a reason for it as for everything else.

Long Beach owes her growth primarily

to her location and climatic condition which excels even in a land where the climate is not found fault with. Facing south on a beautiful natural bay made possible by the Palos Verdes range of hills, which also protect the city from any westerly winds, Long Beach thus lies in a protected situation with her face to the sun. This bay is enlarged by the Government breakwater, extending some two miles into the ocean. Still further protection is afforded by the Catalina Islands a few miles away. People not familiar with conditions here who are used to extremes of heat and cold fail to understand how it can be comfortable in winter and not a great many degrees warmer in summer. This charm of uniform tempera-



*Hotel Virginia, Long Beach, and Beautiful Bathing Beach*



*Long Beach, California—(1) Pacific Park. (2 and 3) Two Long Beach Bank Buildings. (4) A Residence.*

tures, clear days of sun shine during every month, and air as fresh every morning as after an eastern shower in June, even though no rain has fallen for several months, naturally has the effect upon the visitor from elsewhere of developing a desire to return for permanent residence.

Long Beach entertains as visitors people from every state in the Union and from all the other countries of the world. Many remain to live, without returning home. Others, first impressed by these delightful climatic conditions, return to their homes to arrange their personal affairs in order to return for residence at the earliest possible moment.

This first impression of delight is deepened as the months come and go and the people who come and enjoy the climatic conditions decide to remain because of the other conditions obtaining here. Long Beach is just coming into its own as an industrial center with water transportation to all the ports of the world, with three transcontinental railroads, and the network of lines of the Pacific Electric system, and with hundreds of miles of paved boulevards running in every direction. Shipping conditions for manufacturing plants are ideal.

Manufacturers are finding conditions here much more favorable than those that obtain elsewhere. Employes work to much better advantage because not troubled by extremes of heat or cold. Workers are more contented here because they can live with-

in a very few minutes of their work, where they can have a little garden of their own the year round, with chickens and fresh eggs if they want them. In addition to keeping the worker interested it also materially reduces the cost of living for himself and family.

In addition to this, industrial workers have the opportunity for enjoyment of the unexcelled beach, the surf bathing, and the many beach amusements the year around without expense to themselves in getting to and from this beach, which extends along the entire front of the city, some five miles in length.

More than ten millions of dollars have been invested in manufacturing plants in our harbor district during the past few years.

Nearly twenty thousand men and women are now employed in the entire harbor district in plants turning out huge quantities of products for the use of the government, the men in the Army and Navy, and for the public at large.

We are building in this district submarines for the government, freighters for the emergency fleet corporation, woolen blankets and cloth for the boys in the Army and Navy are being manufactured here in large quantities; canning sufficient tuna and sardines to feed two hundred and twenty-five thousand soldiers in a day; producing potash from kelp for munitions of war, and have at present a payroll in the Long

Beach end of the harbor district of considerably better than a quarter of a million dollars monthly.

Manufacturers are finding that with the shipping advantages, the largely lessened cost of building construction possible because of climatic conditions, the fact that three forms of power are available, and the rapidly increasing population of the entire Pacific Coast offer exceptional opportunities for new industries.

To all these advantages already suggested the one great thing that the captain of industry, the employee, and the large number of people who do not belong to either of these classes, must be added the great consideration of home, school, and church conditions in which people wish to live and have their children brought up. Long Beach is primarily a city of homes. Here you find the wide range from the modest bungalow to the elaborate mansion. An unexcelled school system conducted in thirteen grammar schools and one complete and commodious polytechnic high school under one of the leading educators of the United States, assisted by a corps of able principals and teachers, offers unexcelled educational advantages. Complete business courses are also furnished by a well equipped business college.

In riding about the city one is impressed with the beautiful and commodious church

buildings. All denominations have strong and active organizations. Civic and community life is developed by a large working membership.

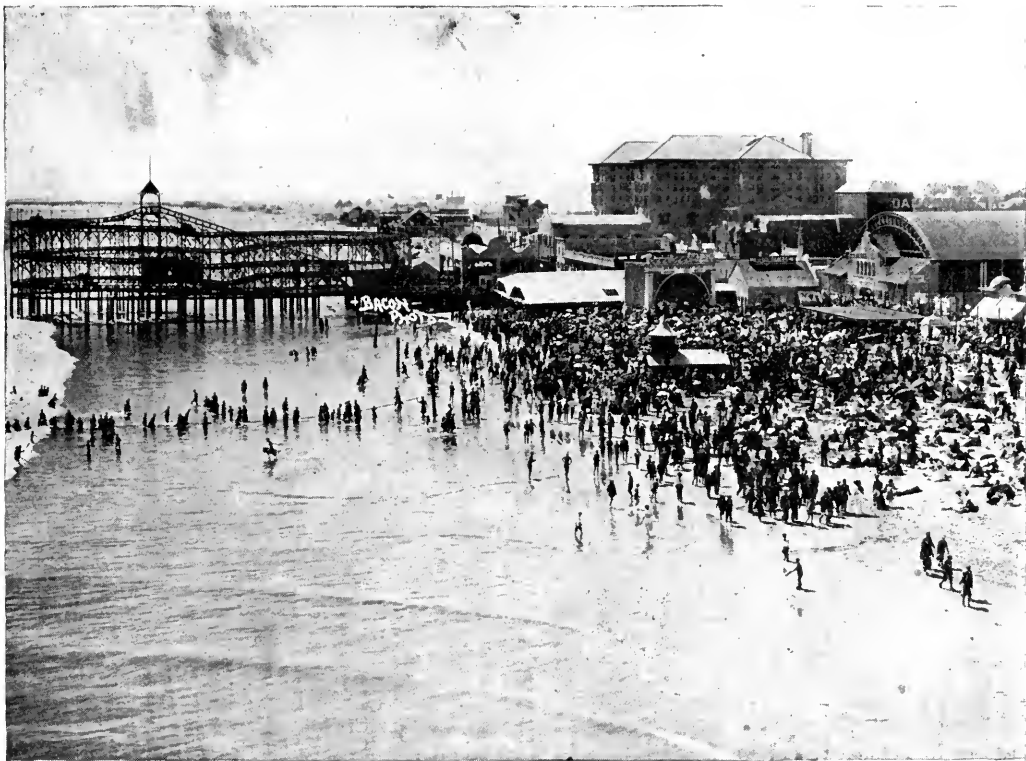
Long Beach offers many interesting features to our thousands of visitors and those of our residents who do not care to be tied so closely at home.

Leading architects have made possible here the most attractive and convenient homes in small space found in our many apartments and hotels. Convenient apartments are found for one or two people or larger numbers. These offer all the conveniences of the old home. Splendid hotels offer still less care in the keeping of a home. Our beautiful Virginia Hotel, costing a million and a quarter, entertains distinguished guests from every corner of the globe.

Fine cafes and cafeterias afford the pleasures of home cooking without the care. A unique feature of the Krystal Kafeteria is that it affords from its beautiful roof garden, park and ocean views while eating.

It must be evident to the reader that regardless of what his or her occupation or ambition may be, Long Beach offers the opportunity to really live with the greatest satisfaction and to the highest degree.

We gladly welcome the visitor from every point of the compass, knowing that it means permanent residents later.



*A View of the Long Beach Bathing Beach—One of the Best in the World*

# Amusements of Long Beach

Clean and Wholesome Attractions for All

**I**N connection with any statements regarding our beach amusements, it is well to state that Long Beach is especially fortunate in that our city is built up by refined and cultured, but not "aristocratic," people. Furthermore, the city is well regulated. The writer has visited practically all of the resorts in the United States and has noted the social condition prevalent at most, and he unhesitatingly says that Long Beach is one of the best-regulated cities in the country.

In addition to the desirable and attractive features of our city already mentioned, Long Beach presents ideal conditions for a year-round residence resort:—The slight mean difference in the temperature of winter and summer; the excellent schools and magnificent churches; the beautiful homes, hotels and apartment houses; the splendid paved roads leading to Los Angeles, Los Angeles Harbor, Pasadena and other smaller cities and the back country, thence on thru the foothills into the mountains, the long stretches of beach from the harbor district eastward along a mile of shops,

stores, cafes, and thence along the cliffs crowned by handsome residences overlooking the sea, on to beautiful Alamitos Bay.

Considering the particular forms of beach entertainment, one naturally thinks first of those provided by the municipality. Unlike most buildings of its kind, the city's auditorium is built over the water. It is very commodious and is the means of getting all kinds of instructive, educational and amusing entertainments before the people. In connection with the auditorium, we naturally consider the municipal pier with its many conveniences. This pier brings fishing and boating within easy reach of the people.

The Long Beach Municipal Band has been declared by world travelers to be the finest municipal band to be found anywhere. This band is nationally known and many people are persuaded to come to Long Beach from other sections of the United States, solely to enjoy the regular concerts of this organization.

As one strolls along the beach walk, he is impressed by the variety of shops and stores. Standing at the east end of the



*A View of the Amusement Walk from the Long Beach Pier*





*A View of the Pier and Strand from the Long Beach Bath House*

walk and looking westward toward the municipal pier, the range of vision comprehends so many persons strolling along the walk, or bathing, while myriads of others are passing in and out of the curio and art stores, confectioneries, restaurants and other places of business, that the observer wonders from where the people all come. Incidentally, this question can be answered by saying that some are from among the forty thousand inhabitants of Long Beach, but the majority come from all over the United States and foreign countries.

Most prominent among all the attractions of our beach front is the commodious bath house maintained by the Long Beach Bath House and Amusement Company with its world famous bathing beach, directly in front. In addition to the surf bathing afforded every day in the year, there is a fine indoor plunge with all equipment, and also the finest of hot tub baths which are so popular with all visitors who do not care to take the ocean bathing.

Just opposite the bathhouse, south of the walk, a lease has recently been let by the bathhouse company to Charles I. D. Loeff. Mr. Loeff has already in operation a very delightful ride known as The Whip and has practically ready for operation a very unique amusement, "The Bamboo Slide."

Passing on westward toward the modern

and beautiful Virginia Hotel, one is impressed by the many conveniences—there are numerous confectioneries and lunch rooms where all sorts of appetizing viands are constantly served. In many of these places provision is made for serving the bathers, so that one bathing in the surf can eat his lunch and return to the sand and spend the entire day in pleasure if he so desires.

All along the walk, both east and west of the municipal pier and opposite the Virginia Hotel, as well as elsewhere, the bathing is unusually safe, but in order to avoid the possibility of serious accidents, life guards are provided, who are constantly on duty, ready to give information or assist those who are not experienced swimmers.

It is doubtful if there is another town the size of Long Beach that has so many nice theatres. There are several along the Pike which enjoy a well deserved patronage. In this connection, fairness demands that mention be made of the large number of most excellent theatres in the business section of Long Beach, some distance away from the beach. Accommodations of this character are near to any resident or visitor who is either on the beach or somewhere near the business section.

Toward the west end of the Pike is situated Loeff's Carousal, which is patronized

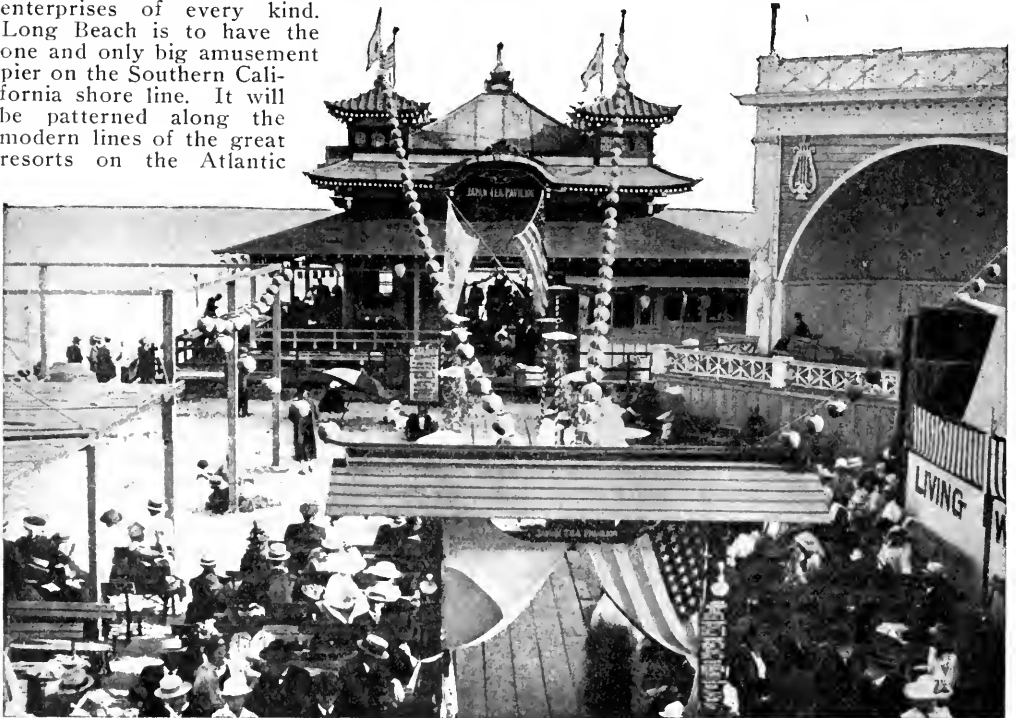
by old and young alike. All the animal figures used in this large Hippodrome, as well as in the many other attractions operated by Mr. Looft and his sons in other cities of the United States, are constructed in the local plant and being hand-made by expert workmen, they are exceptionally fine. This ride is accompanied by up-to-date music furnished by a very fine imported organ.

One of the most attractive spots in all this area of enjoyment is the Japan Tea Pavilion under the supervision of the Japan Central Association of Tokio, Japan. This beautiful pavilion was erected under the supervision of Jonosuke Aizawa mainly for the purpose of realizing to the people of this country the splendid merit of Japan tea. Enjoyable Japanese lunches are served by beautiful Japanese ladies. An interesting feature of Japan green tea is that it maintains its natural color by a steaming process which moderates the stimulating power contained. People will generally be also interested in the fact that despite the lack of transportation of today, the Japanese Government favors its tea production by a special freight rate of eighteen dollars while other teas are paying \$40 to \$110, thus saving consumers of Japan Tea, a considerable amount.

The one big announcement of the year at the southland beach towns is credited to Long Beach, being only another evidence of the general interest this city has attained among large business enterprises of every kind. Long Beach is to have the one and only big amusement pier on the Southern California shore line. It will be patterned along the modern lines of the great resorts on the Atlantic

Coast, will be filled with every recreation device, and operated by men well known in the amusement world. This is the Silver Spray Pier. It extends 700 feet over the water, is 400 feet wide, situated immediately adjacent to the Hotel Virginia grounds, and represents in its investment of pier and amusements well up to \$200,000. The foresight and business acumen of the Friedlander Amusement Bureau, whose general offices are at 211 Story Building, Los Angeles, is responsible for this magnificent undertaking, and it is to the credit of the Chamber of Commerce and business men of Long Beach that they are enthusiastically backing the enterprise and giving it the prominence it deserves. Silver Spray Pier will be operated as a clean amusement park and only the best element will find the recreation which is at all times wholesome. It will be filled with every kind of concession, dancing pavilion, cafe, monoflyer, house of mirth, and the thrilling rides like the derby race, merry-go-round, ferris wheel, bath house, and a selection of park shows which will attract every one. Thrilling free feature acts will be given on a specially built platform, a fine band will be engaged for the season.

To the leading fraternal and social organizations of Los Angeles and all other Southern California cities the opening of this big amusement park will be hailed with delight, because of the announcement that the management will extend the courtesies of the



*Japan Tea Pavilion, Long Beach, California*

pier to their organizations for the holding of their annual picnics and jinks. It will fill a long felt want to any organization which wants to specially prepare for such events.

The personnel of the Friedlander Amusement Bureau and their prominence in the amusement world augurs well for the success of this big enterprise. S. H. Friedlander, whose name has been prominent on the Pacific Coast for thirty years, and who developed The Oaks, the wonderful park at Portland, Oregon; Fortune Lanier, who will be the active manager of the pier, brings to the Silver Spray Pier years of experience in modern catering to the amusement loving public from New York to the Pacific Coast; H. W. Rowlands adds to the above his knowledge of publicity and advertising which would give to the public the greatest opening ever attempted, and throughout the entire year will be operated for the benefit of the residents of Southern California and the thousands of visitors which each summer and winter visit our hospitable shores.

Along the eastern boundary of the Silver Spray Pier is situated the Long Beach Jack Rabbit Racing Coaster, which is probably the safest coaster on the Pacific Coast and, at the same time, furnishes more real thrills and pleasure than any other. One of the best indications of the ideal climatic conditions with which Long Beach is favored, lies in the fact that since the erection of the Jack Rabbit Coaster three years ago, it has been closed only twenty-five days during that entire time on account of bad weather. No other section of this great country of ours can lay claim to such ideal conditions. The visitor to Long Beach can make plans without having to speculate on the possible weather conditions.

The Long Beach Racing Coaster Co., which operates the famous Jack Rabbit Coaster also operate a modern circular swing known as the "Captive Aeroplane,"

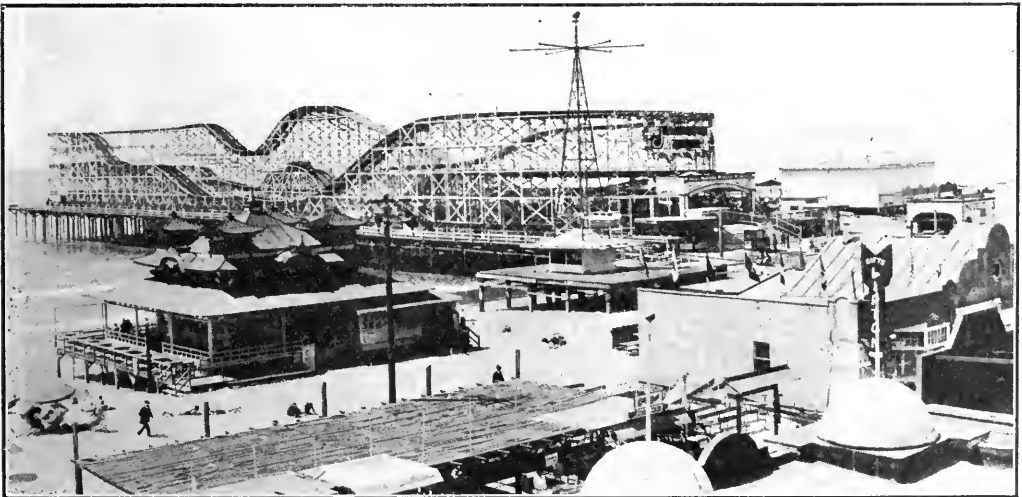


*The Long Beach Tent City. Where Tents Completely Furnished for Housekeeping May Be Had*

which adds materially to the drawing powers of the Racing Coaster and to the amusement features of Long Beach.

Another special feature of the Pike and pleasure pier is their close proximity to the Virginia Hotel. A few minutes' walk brings the guest from the Virginia to the Pike, or the visitor from the Pike to the Virginia; yet the hotel is not so near the Pike that the guests are in any way uncomfortable on account of the merry-makers.

There are so many attractive features in Long Beach as a city and in Long Beach's amusement center, that it is impossible to enumerate them here. The intention of this article is to briefly sketch the amusement and entertainment features of the city. It may be truthfully said that while Long Beach is at present the most desirable of all of the beaches of Southern California, even though other beaches have their merits and are deservedly well patronized, the city of Long Beach is just now coming into its



*A View of the Famous Long Beach "Jack Rabbit Racing Coaster" and "Captive Aeroplane"*



*Moonlight Scene on Long Beach Harbor*

deserts as an all-year-round resort and amusement center.

There is no closed season for Long Beach visitors. Surf bathers are seen practically every one of the three hundred and sixty-five days of the year. We entertain thousands of visitors every one of the twelve months of the year. Thus visitors throughout the entire United States are able to plan a visit to Long Beach at whatever time of the year is most convenient.

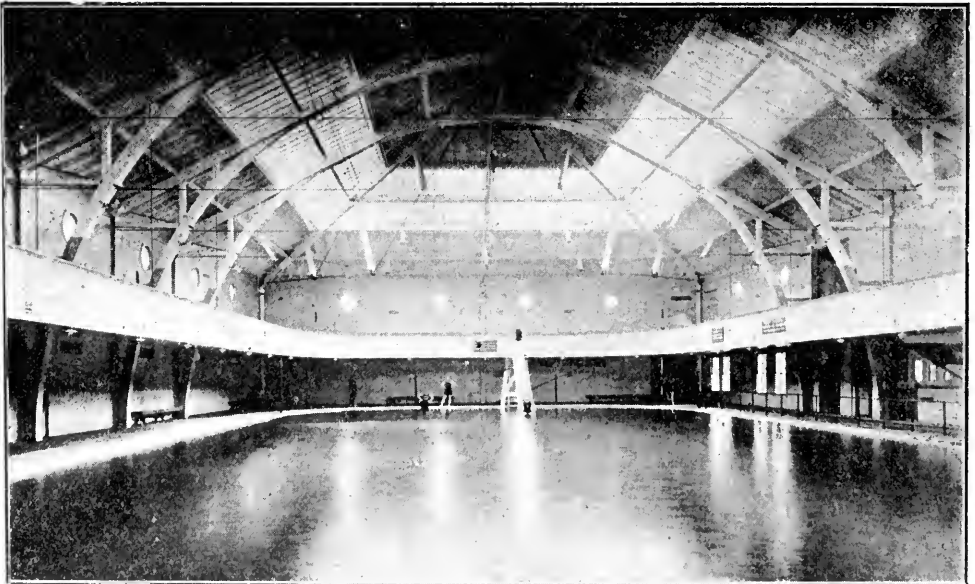
Visitors to the beach, in addition to the continual round of pleasure of a lighter nature, find entertainment at the bazaars where may be seen merchandise on display from all corners of the globe. Notable among these is the display of hand carvings from mother of pearl, the work of the Afana Brothers. These masterpieces of that style of art were made in Bethlehem, Palestine, representing "The Birth of Christ" in the "Church of the Nativity" and "The Last Supper."

Works of art from the orient may be seen in lavish display at the Nippon Com-

pany and the magnificent store of F. Kanow "The Benten," where the tourists may purchase at prices unheard.

Another great attraction for the visitor to Long Beach is the Long Beach Tent City on Seaside Boulevard—right on the ocean front. Here one may rent a complete tent home on the ocean, with complete and comfortable furnishings ready to step into, and go to housekeeping for a day, a month or a season. These tents are furnished with electricity, gas, water, clean beds and bedding, laundry, and everything which could be wanted for a happy, comfortable life with home conveniences and minus the pomp and ceremony of the hotels. The Long Beach Tent City is owned and operated by Mr. W. H. Reider.

We are sure if you will once visit us, the time between your recurring visits will be short or perhaps you will do as many other visitors have done—close up your affairs in your old home town and come to this clean, wholesome, sunny, attractive resort to live.



*Interior of the Long Beach Bath House, One of the Finest in America*

# Long Beach - A Health Resort

No More Healthful Spot in the World

**L**ONG BEACH, unsurpassed on the Pacific Coast as a beach city, is unparalleled anywhere in the United States as a health resort.

Widely-traveled members of the medical and surgical professions agree in this, and consider the exceptional advantages of this locality for invalids and convalescents, as well as the many conditions which make it a particularly healthful place to live in and bring up children, as constituting one of the greatest claims of Long Beach for distinction.

This is, indeed, a city of unusually diversified attractiveness. It is a city with a bright industrial and commercial future; it is a city of excellent churches and schools; a city of amusements, clean and suited for persons of all ages; a city exceptionally well equipped to care for the visiting thousands in up-to-date hotels and apartment houses; a city of delightful homes; a city of culture and great social charm; a city of fast-growing business importance and material wealth.

But "Long Beach, the National Health Resort" deserves wider publicity.

Why?

Health advantages existing at Long Beach may be listed as follows for the benefit of those who are interested and desire information:

Climatic conditions.

Ocean bathing facilities.

Immediate availability of mountain air when desired.

Beneficial water.

Clarified atmosphere, comparatively free from dust and smoke.

Availability of fresh fruits and vegetables the year 'round.

Absence of the noise and turmoil of a larger city.

High-class hospital service.

Strict municipal rules for sanitation.

Excellent hotels and apartment houses, suiting persons of whatever means.

Wholesome recreation and amusements.

Finest motoring that could be desired.

Profitable entertainment features.

Most delightful social atmosphere.

For children Long Beach is a veritable paradise, with its out-of-door life and its beach and park playgrounds. For young people it is a city free from saloons or liquor-serving cafes; free also from gambling and vicious night life.

## Climatic Conditions

Long Beach is often called the Riviera of the West, and globe-trotters aver there is "nothing like Long Beach" even in the south of France or in other localities where world-travelers have been wont to find delight.

Many reports have boasted a climate for half a year, but few have ideal weather the year through. Long Beach has a delightful



*The Famous Water Tee of the Virginia Golf Course, Long Beach*

# Long Beach Harbor

Destined to Be One of the Big Ports of the Pacific

**B**IG possibilities in an industrial and commercial way were seen to be in store for Long Beach when it was discovered that the lowlands lying to the west of the business and residential sections could be transformed into a harbor and the great area of marshy acreage adjoining the harbor channels developed into ideal sites for manufacturing establishments.

Within only a few years, Long Beach has gone forward in this line of development by great strides since private capital conceived and began to produce an inner harbor where formerly existed only a marshy expanse; a "real" harbor, with shipyards where millions of dollars worth of ships have been built, and many, many other industrial establishments of note.

What tremendously big things the future will bring in this district no one can tell, but continuous and important industrial developments are confidently predicted by every one conversant with the situation. The city at large considers the harbor an asset of vast importance; its development a matter of greatest interest to all progressive citizens.

Railroad facilities are ideal, the district being served by two transcontinental lines, the Southern Pacific and the Salt Lake, and by the Pacific Electric, whose branches reach out to nearly every town of Southern California.

Terminal rates are in effect, giving the manufacturer, wholesaler and retailer every advantage of other Pacific ports in this regard.

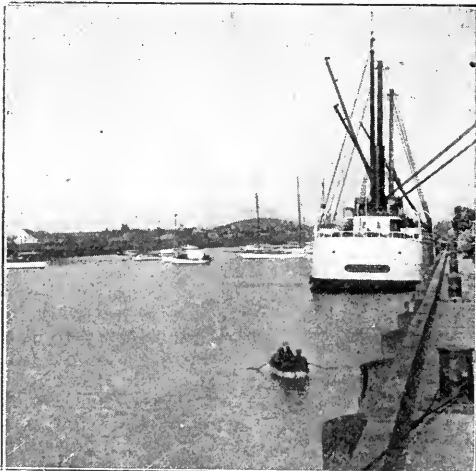
Pipelines carrying oil from the oil fields pass through the industrial district, giving manufacturers the benefit of good service

and cheap oil. Natural gas also is piped throughout the city.

Long Beach harbor, which has four miles of completed waterfrontage, a direct ocean entrance and the aforementioned advantages of vast acreage for industrial sites and excellent facilities for the exchange of traffic, has been developed largely by private capital in the amount of more than \$1,700,000, some \$710,000 having been expended for dredging.

The transformation of what was formerly a marsh into a commercial harbor, lined by big industries, has been in progress only since 1906.

In the industrial district on and near the Long Beach harbor channels are located: the California Shipbuilding company, the Craig Shipbuilding company, the Golden State Woolen Mills, the Curtis Corporation, packers of olives, olive oil, pimentos, tomatoes, tuna-fish and combination products; the Star Drilling Machine company; the South Coast, Long Beach, Los Angeles, Halfhill and Golden Gate Tuna Canning companies, which also pack sardines and other fish in season; the mammoth powerplant of the Southern California Edison company; the Sea Products, Oceanic Engineering and Pacific Products companies, manufacturers of kelp products; the Western Chemical company, manufacturers of strontium salts (red fire); the Parchall Tool Company, Geddes Flour Mill Company, C. I. D. Loeff Amusement Device Factory, C. C. Lord & Co., shell goods and glass beads; Long Beach Iron Works. C. T. McGrew Mill, an ice company, A. H. Edmond's sheet-metal works, Peerless Garment Cleaners, sash, door and furniture factories; laun-



*At the Dock, Long Beach Harbor*



*Unloading Lumber, Long Beach Harbor*





*Shipping in the Long Beach Harbor*

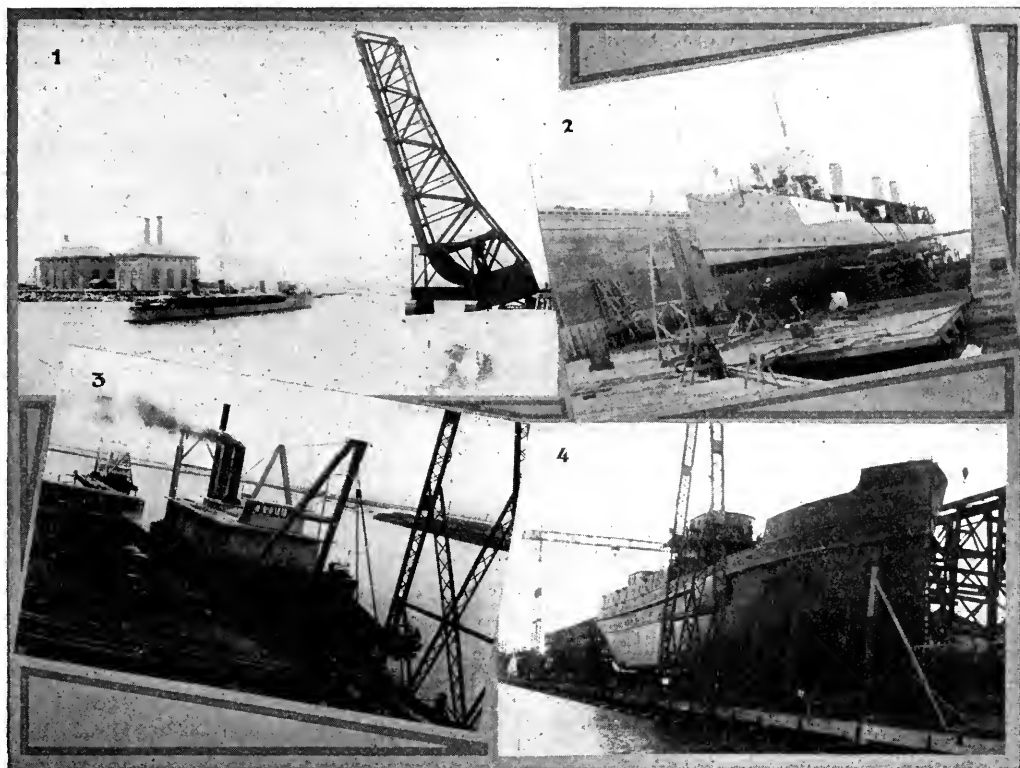
dries, dye works, boatbuilders and other concerns.

A number of industrial establishments now located in the vicinity of Alamitos avenue may remove in the not-distant future to the harbor industrial district, bringing about a grouping in that locality of practically all such plants now in Long Beach.

At an election held last fall bonds were voted for harbor improvements by the city, an important part of the work to be the dredging of a channel 200 feet wide toward San Pedro to connect with the San Pedro (Los Angeles) harbor. When this has been done and the flood-control plans have been carried out the united waterways will form the greatest harbor of the great

Southwest. The government already has appropriated \$1,080,000 toward the flood control work, the county voted \$4,500,000 in bonds for the same purpose and the state manifested its desire for co-operation by enacting legislation providing for an appropriation equal to that by the government. A new channel will be constructed to carry to the sea the storm waters from the inland, thus eliminating the silting of the waterways, the only things in the way of the complete and permanent success of the harbor.

The city voted bonds some years ago and purchased waterfrontage on the harbor, there constructing municipal docks and a warehouse.



(1) Entrance of Long Beach Harbor, Showing Largest Bascule Bridge in the World. (2) U. S. S. Stewart in Dock. (3) Dredger at Long Beach. (4) U. S. S. Cedar.

# Long Beach Progress

## Strong Banks and Substantial Business Organizations

**P**ROGRESS has always been the watchword of Long Beach.

Not only has this been true with reference to its building activities, its commercial enterprises, its growth in point of population and popularity but also with reference to the size and power of its financial institutions.

Turn back the pages which mark the history of its banks and it will be found that day by day, month by month, year by year there has been that steady growth which marks the upbuilding of every rightly managed depository of the people's money in the length and breadth of the land.

Among the epochal events standing out prominently to mark the march of progress there is none which more thoroughly emphasizes the fact of this growth in size and power than the recent splendid success in the flotation of the Second Liberty Loan of 1917. Two millions of dollars worth of these securities were sold and very largely paid for by the purchasers through and out of the local banking houses, seven in number, without the slightest noticeable effect in the carrying on of the everyday business life of the city. As this magazine goes to press, Long Beach goes "over the top" in the Third Liberty Loan, oversubscribing her allotment in a week's time, and will oversubscribe her quota by a large amount.

Keeping pace with municipal growth, the Long Beach banks now number among their customers many middle west and eastern capitalists and business men who have transferred to the Long Beach banks considerable sums of money thus augmenting the purely local capital to the extent that with very few exceptions flourishing commercial enterprises depend entirely upon the bankers of this city for the funds needed for purchase and expansion during the seasons of production and this also is true in the rich contiguous farming communities.

Further evidence of the volume of business transacted among the financial institutions of Long Beach is to be found in the fact that those of the banks which loan upon real security have, after furnishing the capital necessary for the purely local building and farming enterprises, been able to go with expert advice into the rich valleys of the San Joaquin and Imperial and place loans for the further development of those empires upon whose fertility so much depends during the present contest between the world forces of democracy and autocracy.

It is unquestionably true that ideal conditions both as to climatic perfection and industrial advantage have contributed to

the satisfactory growth of the banks of the city; but no outline would be complete without a tribute to the men of vision and power, bankers of repute from distant communities who have come here in the prime of their manhood and by firm adherence to the highest business ideals have led and moulded the financial life of the community to a point where the word and note of the Long Beach business man is accepted at par. These men could one and all have made a higher percentage of profit, could have more rapidly increased the surplus and undivided profit accounts of their several institutions by the use of methods known as "wild cat" banking. They, however, have preferred a growth that could never assume the proportion and consistency of the bubble.

The results of examinations by federal, state and clearing house examinations at frequent intervals prove the well known fact that each of the Long Beach banks is financially sound. The deposits of the largest of the banks consist entirely of individual deposits, so-called because they represent the savings of persons and not the surplus of other banks or idle money of municipalities or other political subdivisions. The other banks are equally conservative in their methods of building up deposits, soliciting only such business as will enable them to at all times maintain a safe average. At all times are the required percentages of gold maintained in vaults and as loans are made the security and responsibility are always measured before the question of profits is allowed consideration. Each of the banks is housed in a convenient and up-to-date banking house and the personnel of officers and employes is always made a matter of careful study.

Figures are so closely related to facts that the following table will bear out the foregoing resume of the local financial situation and its relation to the banks of the city:

Date	Deposits	Resources
1910 .....	\$ 3,679,111.59	\$ 5,360,192.06
1912 .....	6,011,159.39	8,233,165.68
Dec. 21, 1914.....	7,114,289.00	9,119,829.69
Mar. 4, 1915.....	7,335,579.23	9,385,966.97
Sept. 2, 1915.....	7,520,602.14	9,437,305.72
Nov. 10, 1915.....	7,707,123.40	9,658,258.95
Dec. 31, 1915.....	8,080,110.53	10,011,662.21
Mar. 7, 1916.....	8,979,560.24	10,913,508.58
May 1, 1916.....	9,483,553.22	11,423,481.12
Sept. 12, 1916.....	9,619,131.40	11,618,693.40
May 5, 1917.....	11,608,706.11	13,659,557.05
Sept. 11, 1917.....	12,111,140.08	14,300,915.99



# Pollyann

says:

## Buy-Buy Bonds and Bye-Bye Kaiser Bill

My Dear Isabel:—

**I**T is with a great deal of eagerness, that I await your next letter, to learn how successful you have been in your work with the Red Cross.

One year has gone by since the message was wig-wagged from Washington that made us a fighting factor in this struggle for honor and the freedom of humanity. And such a dreadful year it has been indeed. The homes draped in mourning for the brave ones who so gladly laid down their lives in the flush of young manhood, only makes us more and more anxious to do our part here—if we cannot go "over there" so that our brothers, our brave

Americans, the lion hearted British, the fearless, untiring French, will not have died in vain.

Does it not seem strange to you, that even the destroying arm of Mars, now stretching over the land—fails to awaken some of our Americans from their dormancy. Stern and terrible facts are presented to us each day. How can a human being be deaf to the cries for HELP from the blood drenched battle line in Flanders! How can we be blind to the fact that they cannot do it all! And most important of all, we cannot, we must not, and we will not accept all these sacrifices and give nothing ourselves.

The greatest battle of the War is now raging and the casualty list is fast running to the million mark. Fresh hordes of Huns are being piled in a sea of dead, over which their comrades must cross in their attempt to force their way to the railway centers of northern France. New German propaganda is being spread broadcast over America, Italy, England, Ireland and France, to destroy them from within, as they have done in Russia. I sometimes wonder if the ignorant and selfish, who permit themselves to be influenced by Pro-Germanism, fully realize that Russia is now reaping the harvest from a planting of just that self same type of German falsehood.

It makes my blood boil as every day I learn of more atrocities performed by that despicable race of Liberty Destroying Huns. Really, Isabel, are such things war? No, dear Friend, they are not war, but instead are the acts of a people who, by their own declarations of intention and their later fulfillment, have placed themselves in a class, in comparison with which the Apache Indian is a Chesterfield.

Just figure up how many brave boys have gone out from your own community to fight for Liberty. Compared with the number of people remaining at home, they are but a handful. Now I know that some of the stay-at-homes feel that as they cannot go to France, there is nothing for them to do. Why we have not begun to do the work

### HALT the HUN!



**BUY U.S. GOVERNMENT BONDS  
THIRD LIBERTY LOAN**



behind the lines that is a prime necessity toward the winning of the war. It is going to take the labor of every one of us to help bring Victory to the Allies. To some it means the taking up of real men's work. To others hours and hours of Red Cross service, while, from time to time, we must serve in making the drives that are so necessary in raising funds or gathering other donations for our own brave boys or the war refugees of Europe.

How many women will still go to matinees, and other places for personal enjoyment, when they should be putting in their time at some Red Cross auxiliary, making dressings for those poor unfortunates at the battle front and base hospitals, so that their lives may be saved and our man power not lessened by wilful neglect. Thousands of the Ally soldiers lost their lives because of insufficient hospital supplies, lack of clean underclothing and warm sweaters. Yet nobody was really to blame then, for we really did not know what was needed or how to provide it. Now it is indeed different. We know the necessities and their urgency, we know where our duty lies and there are so many ways for us to be soldiers, too. I know what you are doing in your own sweet generous way and I am trying hard to keep at work with sufficient steadiness to be able to say—when it is all over and the “withered souled Kaiser” is driven back across the Rhine—thank God, I was able to do my bit for Liberty.

Right now we are all intensely occupied with the Third Liberty Loan. No need of giving you figures, for you already know how the millions are piling up and, of

course, we are going to reach that three billion mark set for us. But really, Isabel, do you know that it is hard pulling to make some of our people come through. Worst of all, it is the people who can afford to make a donation rather than an investment who are fighting shy of placing their names on those little dotted lines which decorate the bottom of an order for Liberty Bonds.

So far it is the wage earners who have made up the majority of the subscribers. With the others in our office, I was in on the first day's drive and, having subscribed, I joined the ranks of the workers and we have been driving hard ever since.

I am pleased at the system that the directors of the drive have instituted in our part of the country. They are just going out after them and at the finish there will not be a single person in California, Utah or Nevada who will not have bought bonds or presented a good, valid excuse for not buying. You should see how this drive is smoking out the weak-kneed pacifists and the Pro-German sympathizers. One by one the latter are being marked and, before they have gone far, they will pay the penalty. As to the former, they must not only buy bonds, but also “soft pedal” their talk of how much they hate war. Of course, we all hate war, but, when the World's Liberty is assailed, what are you going to do? Fawn before your conqueror and welcome the arrival upon our shores of bestial German “Kultur,” or strike for the cause that made heroes of Washington and Lafayette.

I say, strike and strike hard. Uphold our Nation and uphold our President in his wonderful patriotism and philosophy of true Democracy.

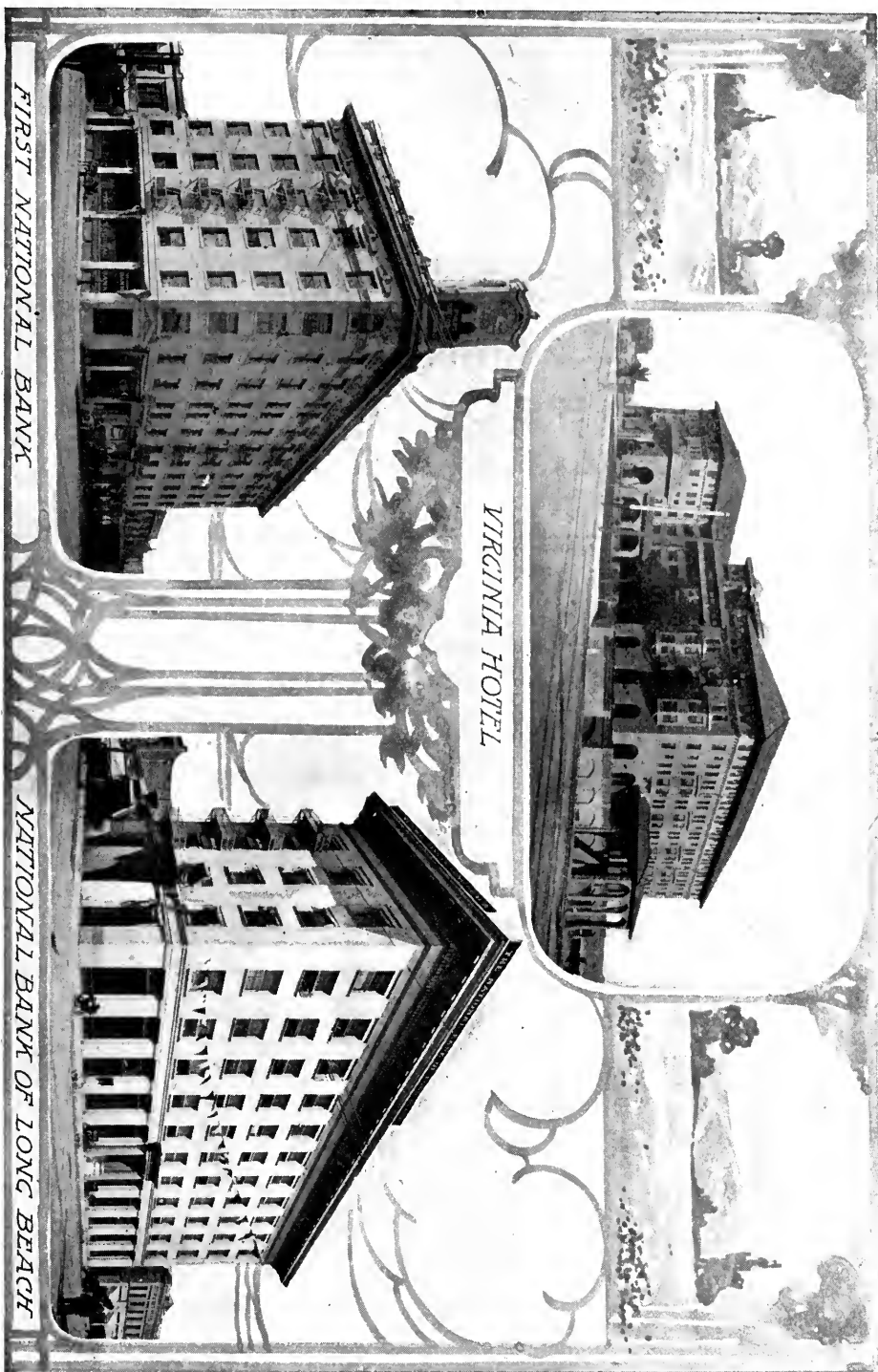
Oh, I am preaching, Isabel, preaching the Gospel of Liberty Loans, Thrift Stamps and Red Cross war work. I know you do not need it, but then—there may be some one who reads this letter who does need just a little waking up to instill into them the “pep” that will cause them to lay aside the matinees, sidestep the bridge games, and devote both the time and the money to a real helping along of the cause.

There must be no shirks, Isabel, for we must beat the contemptible Huns to their very knees. It will take us all to do it, but when Victory comes, the extra heart throbs that will come from being able to say, “I did my bit,” will amply repay us.

It must be give, give, give and work, work, work until, with the coming of a glorious Peace we see Liberty enthroned throughout the world and raise our voices in the joyous cry of “Bye-bye Kaiser Bill.”

Working or not, you know that you are ever in my thoughts, that is, you and the babies. May this letter find you happy and busy with your patriotic work, for it carries to all of you the love of yours to win the War.

*Pollyann*



LONG BEACH, CALIFORNIA

# THE LONG BEACH CLEARING HOUSE ASSOCIATION

ALL THE BANKS IN THE CITY

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NATIONAL BANK OF LONG BEACH  
FIRST NATIONAL BANK  
LONG BEACH SAVINGS BANK AND  
TRUST COMPANY  
EXCHANGE NATIONAL BANK  
CITY NATIONAL BANK  
FARMERS & MERCHANTS BANK  
MARINE COMMERCIAL AND SAVINGS  
BANK

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CAPITAL AND SURPLUS . . .	\$1,725,295
DEPOSITS . . . . .	14,309,871
TOTAL ASSETS . . . . .	16,673,987
AVERAGE MONTHLY CLEARINGS	3,143,294





# BUY YOUR LIMIT of LIBERTY BONDS & THRIFT STAMPS



Compliments of Packers of  
**AVALON BRAND**  
TUNA and SARDINES

## *The Curtis Corporation*

West Seventh Steet and Channel No. 2  
Long Beach, Calif.

*Packers  
of*

**AMERICAN**

**FANCY**

**GROCERIES**



*Curtis  
Quality*

Ripe Olives, Olive Oil,  
Artichokes,  
Curtisola,  
Chicnic Tuna Fish,  
Pimientos,  
Sandwichola, Sardines,

are different and  
found in supply  
with those  
who discriminate.

## SCHUYLER CAFE

A. R. DEAN, Prop.

111 West Ocean Avenue

**"The Home of Good Things to Eat"**

WE CATER TO BANQUETS  
OF ANY SIZE

PRIVATE DINING HALL

LONG BEACH, CALIF.

Pacific 1614

## The New Palace Theatre

W. J. FAHEY, Prop.

PARAMOUNT and ARTCRAFT  
PICTURES

900 SEATS

30 Pine Avenue

LONG BEACH, CAL.

## LIBERTY THEATRE

California's Finest

Motion Picture Theatre

Opposite Pacific Electric Station

## Laughlin Theatre

Pine Avenue, near 4th Street  
LONG BEACH, CAL.

MOTION PICTURES

Illustrated Songs—Hippodrome Circus  
Acts

Changes of Acts Sunday and Wednesday

MRS. ANNA N. DWIGHT, Managing Director

## SILVER SPRAY PIER

LONG BEACH, CALIFORNIA

Largest, most popular and extensively patronized pier on the  
Pacific Coast

OPEN ALL THE YEAR ROUND

Clubs, societies, fraternal organizations, schools are especially  
invited to make this their pleasure pier.

FREE PICNIC GROUNDS

Up-to-date rides—aeroplanes, ferris wheel, merry-go-round;  
animal shows, musical shows, dancing pavilion; free attraction  
of sensational platform acts daily; fine band concerts.

SURF BATHING (no undertow)

Everything clean and meritorious

**Management**

**FRIEDLANDER AMUSEMENT COMPANY**

J. H. Radcliffe, Mgr.

Both Phones 1236

## Hotel Schuyler

Fireproof

Without Bath, \$1.00 per Day up

With Bath, \$1.50 per Day up

Also High Class  
ApartmentsLONG BEACH  
CALIFORNIA

Amusement Room

Automatic Elevator

Private Phones

## The Sharon Inn

Charles H. Stanley, Owner and Manager

Two, Three and Four Room Suites  
Single Rooms

Pacific Phone 855

Chestnut and Broadway

Home Phone 404

LONG BEACH, CAL.

P. J. Dreher Co., Props.

Sunset Phone 1111

## Kennedy Apartments

Large Lobby on Ground Floor ∴ Two and Three  
Room Suites and Single Rooms ∴ Steam Heated  
and Electric Lighted ∴ Electric Elevator ∴ All the  
Conveniences and Comforts of the Modern Home

American Ave. and Broadway Long Beach, Cal.

C. Preston Thompson  
ProprietorSunset Phone 805  
Home Phone 3134

## Hotel De Luxe

One of the new hotels in Long Beach. Delightfully  
situated on high ground immediately overlooking  
the ocean. Has an elevator and steam heat. Private  
baths and shower baths for bathers. Both building  
and equipment are new and Modern

Ocean and Locust Aves. Long Beach, California

## Palace Apartment Hotel

That "Home-like Place"

ABSOLUTELY FIREPROOF

Opposite  
Hotel VirginiaLONG BEACH  
CALIFORNIA

Scott W. Alexander, Prop.

Both Phones 1100

## Hotel Alexander

A Class "A" Building—Strictly Fireproof  
Rates Reasonable

ROOF GARDEN CAFE

Partly Enclosed—Entrance Through Lobby  
Service the Very Best

One Block from Ocean LONG BEACH, CAL.

M. B. Hanson, Prop.

Home Phone 1406

## Kenilworth Hall

New and Modern Apartments  
Steam Heat, Hot and Cold Water  
Moderate Prices

354 Chestnut Avenue

LONG BEACH, CAL.

## The Grube Apartments

A. C. Grube, Proprietor

ON THE BEACH

LONG BEACH, California  
417 East Seaside BoulevardEquipped with All the  
Latest Conveniences with  
Handsome Lobby

Sunset Telephone 995

Dressing Rooms and  
Showers for Guests

## Torrey Pines Apartments

Immediately Overlooking the Ocean

Both Building and Equipment are New and Modern

Fleming P. Cooper, Prop'r Long Beach, California

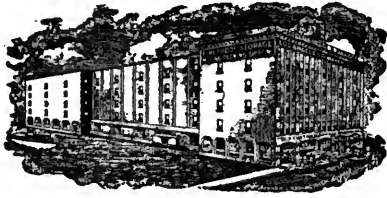
A. J. Nicholson  
ProprietorPhones: Home 28  
Sunset 4261

## Kennebec Cafeteria

Opposite Salt Lake and Pacific Electric Depot

137 West Ocean Ave.

Long Beach, California



**Fireproof U. S. Bonded Warehouse MOVING PACKING SHIPPING**  
 The largest and safest repository for household goods on the coast. Consign to us and save money.  
 Household Goods Shipped East or West  
 Reduced Rates. Write us about it.  
**Los Angeles Warehouse Co.** 316 Commercial St.  
 Main 4787 A 4727

## ACME BRASS FOUNDRY CO.

BRASS, COPPER, BELL METAL BRONZE, ZINC  
 AND ALUMINUM CASTINGS

860 North Main Street, Los Angeles, Cal.  
 Main 3422 - Phones - A 4073

## THE BREAD

Used by the Salt Lake Route  
 on their Diners is baked by

**Davis Standard Bread Co.**  
 120 N. Beaudry Ave., Los Angeles, Cal.

Within the Territory reached by the

## AMERICAN EXPRESS COMPANY

Live more than four-fifths of the population of the United States

**SHIP BY THE AMERICAN**

## PERE MARQUETTE RAILROAD

### Condensed Time Table

**Pere Marquette**  
 Station,  
 Harrison St. and  
 Fifth Ave.  
 Chicago

		Daily	Daily Ex. Sun.	Daily Ex. Sun.	Daily to G. R.
0	Lv Chicago.....	8 00 A M	12 00 M	4 25 P M	11 30 P M
90	St. Joseph.....	10 55 A M	2 35 P M	7 20 P M	2 26 A M
152	Ar Holland.....	1 12 A M	4 20 P M	9 46 P M	5 00 A M
178	Grand Rapids.....	2 10 P M	5 00 P M	10 35 P M	6 05 A M
326	Ar Traverse City.....		11 30 P M		1 20 P M
387	Charlevoix.....				4 15 P M
402	Ar Petoskey.....				4 45 P M
		Daily Ex. Sunday	Daily from Grand Rapids	Daily	Daily Ex. Sunday
0	Lv Petoskey.....		12 25 P M		
15	Charlevoix.....		12 57 P M		
77	Lv Traverse City.....	5 30 A M	3 30 P M		
225	Grand Rapids.....	12 30 P M	11 55 P M	4 50 P M	7 05 A M
250	Holland.....	1 12 P M	1 00 A M	5 43 P M	7 51 A M
313	Lv St. Joseph.....	2 40 P M	3 35 A M	8 08 P M	10 10 A M
402	Ar Chicago.....	5 30 P M	7 20 A M	11 00 P M	1 15 P M

**TO SEE**

**LOS ANGELES**

**SEE US**



**PACKARD and HUDSON**  
**EQUIPMENT**

**CLARK**  
 Auto & Taxi Co.

Office and Garage: 926 So. Flower St.  
 Stands: 430 and 450 So. Hill St.  
 Main 1 A-1222

LEADING THEATRES *and* PLACES of  
**A M U S E M E N T**  
 IN LOS ANGELES

**Capitulum**

Broadway, Between 6th and 7th Streets, LOS ANGELES  
 PHONE: Main 977 Home 10477

BILL CHANGED EVERY MONDAY

**The Standard of Vaudeville**

EVERY NIGHT at 8 o'clock. 10c, 25c, 50c, 75c. BOXES \$1.00

MATINEES at 2 o'clock Daily. 10c, 25c, 50c, Boxes 75c.

**KINEMA**

Grand at 7th  
 Mats., 15c, 20c; Loges  
 30; Except Sats.,  
 Suns: Holidays.

Shows 12-2-4-6-8-9-20  
 Evenings, 15c, 20c, .  
 30c; 50c.

Phones: F-1010  
 Main 104

For Reservations

March 3—Mary Pickford in "Amarilly of Clothline Alley". March 10—"The Song of Songs" with Elsie Ferguson. March 17—Wm. S. Hart in "Blue Blazes Rawden".  
 March 24—Cecil B. De Mille's "The Whispering Chorus".

The KINEMA has the largest seating capacity and is the most exquisitely appointed photodramatic playhouse on the Pacific Coast, and plays only first run pictures.

**MILLERS**

842 SOUTH MAIN STREET

Junction of Spring and Main Streets

EXCLUSIVE HOME OF FIRST RUN

**WILLIAM FOX STANDARD PRODUCTIONS**

Best Music in Town

Program Changes Every Sunday

**ALHAMBRA**

731 SOUTH HILL STREET

In the Heart of the New 7th  
 Street Shopping District

MILLERS HILL STREET THEATRE

FIRST RUN HOME OF

**WILLIAM FOX SPECIAL FEATURES**

*and* LEHRMAN SUNSHINE COMEDIES

Also The Best Official War Films

PRICES: 10, 20 AND 30c

**TALLY'S BROADWAY THEATRE**

831-35 So. Broadway  
 LOS ANGELES, CAL.

FINEST THEATRE PIPE ORGAN IN THE CITY

Exclusive showing of Clara Kimball Young, Norma Talmadge, Constance Talmadge and other Notable Stars

MEMBER OF THE FIRST NATIONAL EXHIBITORS CIRCUIT

SHOWS START: 11, 1, 3, 5, 7:15, 9

PRICES: 15, 20 AND 30 CENTS

**PALACE**

LOS ANGELES' LEADING THEATRE

Seventh Street Between Hill and Broadway  
 IN THE HEART OF THE SHOPPING DISTRICT

**SEE** WILLIAM S. HART, DOUGLAS FAIRBANKS, MARY PICKFORD, BILLIE BURKE, MAR-  
 GUERITE CLARK, GERALDINE FARRAR, and the famous Griffith and De Mille productions.

Continuous, 11 A. M. to 11 P. M. Prices 15-20-25c.

**THE SUPERBA**

518 S. Broadway  
 Los Angeles, Cal.

SHOWING ONLY THE HIGHEST AND BEST OF THE CINEMA ART

The Superba is regarded as one of the very finest  
 Picture Theatres in America.

**SYMPHONY THEATRE**

614-616 South Broadway  
 10c and 20c. Loges 30c

**NOTHING BUT SUPER FEATURE PLAYS**

OTHER FEATURES MAKES THE SYMPHONY "THE BRIGHT SPOT OF BROADWAY"

SHOWS: 11 A. M., 12:30 P. M., 2, 3:30, 5, 6:30, 8 and 9:30 P. M.

CHANGE OF PROGRAMME SUNDAYS

**San Diego's**  
*Family and Business Mans*  
*Hotel*  
**—the Southwest's**  
*Army and Navy*  
*Rendezvous*

That refined atmosphere of a well appointed home which pervades Hotel Grant; its quiet dignity yet central location and modest tariff are features which distinguish it as the family's, business man's, professional man's and Army and Navy's favorite hotel in the Southwest.



**ABSOLUTELY FIRE-PROOF**

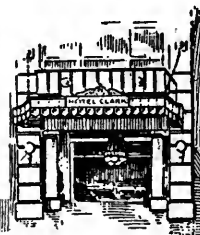
**U.S. Grant Hotel**

*J. H. Holmes, Manager*

**San Diego, California**



**Hotel Clark**  
**LOS ANGELES**



**Absolutely Fireproof**

**555**

**ROOMS—Each with Private Bath**

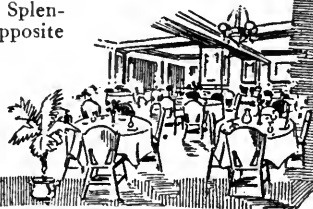
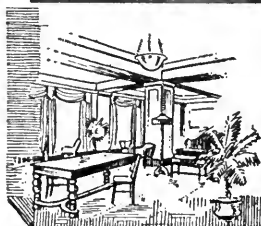
**Tariff from \$1.50**

**EUROPEAN PLAN**

TRAVELERS who are accustomed to the best, find at the Clark every possible comfort, convenience and refinement. Luxurious appointments. The constant desire of each attendant is to render service, tireless, real service. Splendid grill. Located in the heart of the city, opposite beautiful central park.

**FREE AUTO BUS MEETS TRAINS - WRITE FOR FOLDER**

Under Management of  
**F. M. DIMMICK, Lessee**





# The Arrowhead

MAGAZINE and GUIDE BOOK

▼ Devoted to Western ▼  
Travel and Development



CROWDS ON THE BEACH AT OCEAN PARK, CALIFORNIA



# Salt Lake Route THROUGH SLEEPING CAR SERVICE

And Train Schedules—Effective June 2nd

**BETWEEN LOS ANGELES AND CHICAGO—Via Salt Lake Route, Union Pacific and Chicago and North-western Rys.**

LIMITED Train No. 2 will leave Los Angeles at 9:30 a. m., arrive Salt Lake City 12:45 p. m. next day, and Chicago 11:40 a. m. third day—with through standard and tourist sleepers and dining cars.

LIMITED Train No. 1 will leave Chicago 7:10 p. m., leave Salt Lake City 5:30 p. m. second day, and arrive Los Angeles 5:30 p. m. third day—with through sleepers and dining cars.

**BETWEEN LOS ANGELES AND DENVER—Via Salt Lake Route and Union Pacific.**

Leave Los Angeles 9:30 a. m., arrive Denver 11:45 a. m. second day. Leave Denver 7:30 p. m., arrive Los Angeles 5:30 p. m. second day. Through standard sleepers.

**BETWEEN LOS ANGELES AND SALT LAKE CITY**

**Through Trains Making All Stops**

No. 4 leaves Los Angeles at 10:00 p. m., arrives Salt Lake City at 6:30 a. m. second day. No. 3 leaves Salt Lake City at 11:55 a. m., arrives Los Angeles at 4:15 p. m. next day. Standard and tourist sleepers, chair cars, coaches and dining cars.

# Hotel Alexandria

(ABSOLUTLY FIREPROOF)

5th and Spring Streets

LOS ANGELES, CAL.



**Elegantly Appointed  
Banquet and  
Assembly Rooms**



**Cuisine the Very Best**



**The Franco-Italian Grand  
Dining Salon is  
Something Heretofore  
Unequalled**

THE FAMOUS MARBLE LOBBY—ALEXANDRIA HOTEL

100 Rooms, Toilet	For One	For Two
and lavatory	\$2.00	\$3.00 & \$3.50
100 Rooms With Bath	2.50	\$4.00
200 " " "	3.00	\$4.00 & \$5.00
100 " " "	4.00	\$5.00 & \$6.00
100 " " "	5.00	\$6.00 & \$7.00
100 Rooms, With Bath, Ensuite,	From \$10.00	

**700 Artistic and Comfortable Rooms  
ALEXANDRIA HOTEL COMPANY**

VERNON GOODWIN, Vice-President and Genl. Manager

# The ANGELUS HOTEL

LOS ANGELES, CAL.



One of California's Best Hotels  
Under New Management

Located in the Very Center of the Shopping and  
Theatre District  
Being Renovated and Redecorated Throughout

California Summer in Summer and Summer in Winter  
FREE AUTO BUS TO HOTEL  
F. W. PAGET, MGR.

# HOTEL SAVOY

Sixth Street and Grand Avenue, LOS ANGELES, CAL.



Take 7th Street cars from Salt Lake Station

Take 6th Street cars from Southern Pacific Station

OPENING DECEMBER 20TH, 1917

Absolutely Fire Proof and Sound Proof  
European Plan

TARIFF \$1.00 With Bath, \$1.50 With S.L.B.  
ALL OUTSIDE ROOMS

In Midst of Shopping and Theatre District  
John A. Ewins, Manager

# HOTEL WESTMINSTER

Corner Fourth and Main Streets

Los Angeles, California

A HOTEL OF ESTABLISHED REPUTATION AND STANDING



Operated by O. T. JOHNSON CORPORATION

R. W. LARRITT, Hotel Manager

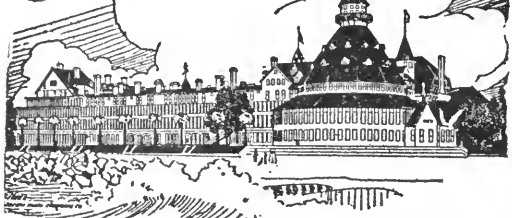
## TARIFF:

With detached Bath \$1.00 SINGLE \$1.50 DOUBLE With private Bath \$1.50 SINGLE AND UP \$2.00 DOUBLE AND UP

Take our tan colored FREE BUS from all Depots

# Hotel del Coronado

CORONADO BEACH, CALIFORNIA



OPEN  
ALL YEAR

AN HOUR'S AUTO RIDE FROM  
CAMP KEARNEY  
BAY and SURF BATHING, BOATING,  
FISHING, MOTORING, GOLF, TENNIS.

H. F. Norcross, Agent  
527 So. Spring St., Los Angeles

John J. Hernan, Manager  
Coronado Beach, California

30 MINUTES FROM SAN DIEGO

Tariff \$5.00 and Upward. American Plan.

# NEW ARLINGTON HOTEL

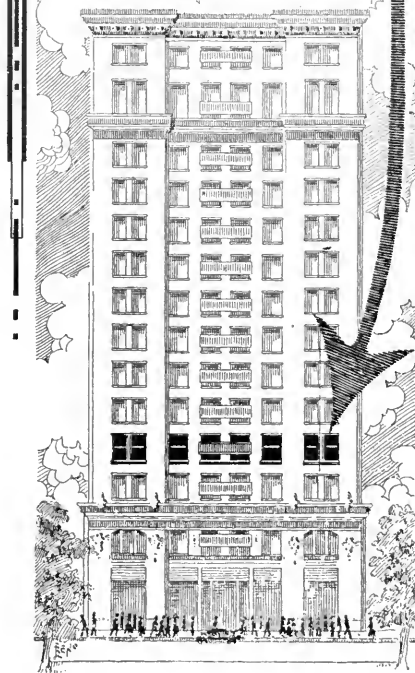
Santa Barbara, California



An absolutely fireproof hotel. All outside rooms, affording plenty of light and air. Headquarters for tourists from all parts of the world. Private lavatories in connection with all rooms. Ideal climate the year round.

E. P. DUNN, Lessee.

# SAWYER BUSINESS TRAINING SCHOOL



THE MOST EXCLUSIVE BUSINESS  
SCHOOL IN THE CITY

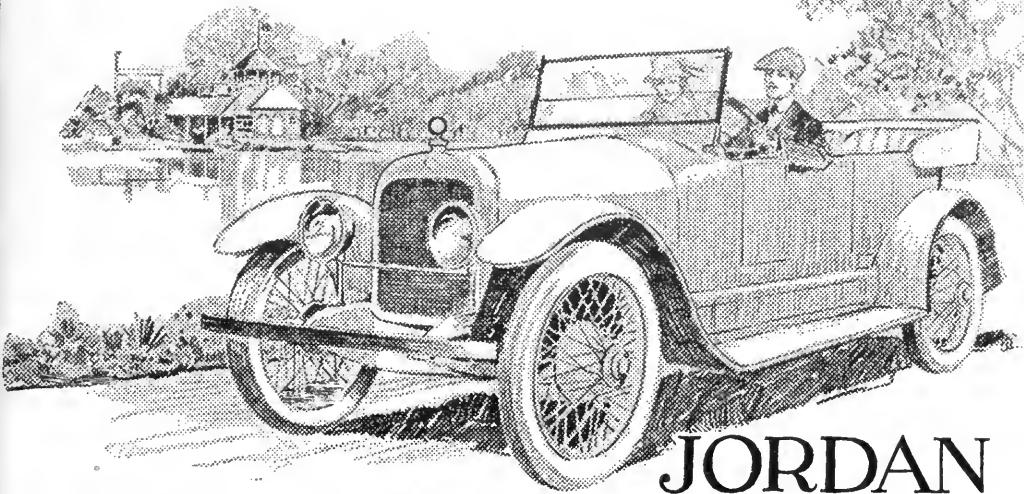
Thorough training in Gregg, Pitman Shorthand, Typewriting, Dictaphone, Bookkeeping, Commercial Spanish, Civil Service Preparatory and Secretarial Courses and University trained teachers. Individual instruction produces efficiency in half the time and at half the expense of classroom work. Students may enroll at any time. Rapidity, Accuracy and Absolute Efficiency is our motto. Day and evening classes.

SCHOOL OF  
**PRIVATE SECRETARIES**  
4th Floor BAKER-DETWILER BLDG.  
ON 6TH ST. BETW HILL AND OLIVE STS.

HOME - A 6389

MAIN 8754

# At Last— The Complete Car



## JORDAN Sport Marine

The JORDAN SPORT MARINE marks the advent of the mechanically excellent, properly dressed, and completely equipped motor carriage.

This unusual car is distinguished by striking and exclusive features including—

A chassis containing more of the complete standard specifications of the Society of Automobile Engineers than any other car built.

A new power unit, designed and produced by Continental, the master engine builders of the world, and presented to the public for the first time by Jordan. In this motor vibration is eliminated, speed accentuated, power increased and a degree of economy attained that is in advance of the times.

A custom built, all aluminum body; fifty pounds lighter, making possible that beautiful velvety finish.

Body paneled in Honduras mahogany, upholstered in special bright hand-buffed, genuine leather, with velvet tonneau rug.

*Five Silvertown Cord Tires* and five 32x4-inch wire wheels standard equipment. A fashionably low car.

*Two optional body colors*, Briarcliff green and Ascot maroon.

*Special speed gear ratio*, seventy-five mile speedometer.

*Macbeth green visor lenses*—the glare problem solved.

*Waltham sport clock* and tonneau light empaneled in mahogany in the tonneau.

*Finest sport windshield made*—Troy design with cast aluminum supports.

*Lin-Rubber covering* on running boards and front compartment floor.

*Bumper for protection in Traffic.*

*A real tailored top.*

*Boyce motometer.*

*Curtains that open with the doors.*

The price \$2585 Los Angeles.

## S. F. SEAGER & CO.

1205 SOUTH OLIVE STREET

Main 3130

LOS ANGELES

F 5647

# The SAN DIEGO HOTEL



ON BROADWAY SAM S. PORTER, Manager

Built by John D. Spreckels  
The MILLION DOLLAR Re-inforced Concrete FIRE-PROOF  
Spreckels Building THE SAN DIEGO HOTEL  
SAM S. PORTER, Manager and Lessee

275 Rooms. MODERN, New, Largest and FINEST Popular Priced  
Hotel in SAN DIEGO

ALL CAR LINES

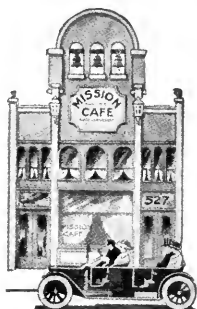
Dining Room in Connection

RATES WITH BATH PRIVILEGE

One Person.....	\$1.00 to \$1.25 Per Day
Two Persons.....	\$1.50 to \$2.00 Per Day

RATES WITH PRIVATE BATH

One Person.....	\$1.50, \$2.00, \$2.50 Per Day
Two Persons.....	\$2.50, \$3.00, \$4.00 Per Day



PHONES Main 5576  
A 6473

BEST OF SERVICE  
PRICES REASONABLE FOR ALL

## MISSION CAFE

Formerly at 311 West Fifth Street

FINEST AND BEST PLACE IN THE CITY TO EAT

GIURAS & MATULICH

527 South Spring Street,

LOS ANGELES



## HOTEL WHITCOMB

Market Street at Civic Center, San Francisco

**BIG GARAGE FREE TO GUESTS**

Room with bath, \$1.50 and up; with detached bath, \$1.00  
and up. Tea every afternoon in the Sun Room, with music  
by the Whitcomb Orchestra.

American and European

J. H. Van Horne, Manager



## a curiosity—

This advertisement is a "curiosity" from the fact that it is bought and paid for by people who have NOTHING TO SELL. It is also a curiosity in the fact that it is a community advertisement from a strong, well established city which is not suffering for MORE growth but is striving to take care of the growth that has come through an unusual chain of circumstances—in fact from a city which is suffering from "growing pains"—and that's what we want to tell you about.

Here is a city of 8,000 people, a city which has become noted for its beauty, its prosperity, its ideal location among the orange groves—a city noted for its fine schools and churches, its strong banks and business houses. This city has, up until now, built and improved in keeping with her growth. But, notwithstanding her rapid strides in progress and building, THERE IS NOT A SINGLE VACANT RESIDENCE, STORE BUILDING, FLAT OR APARTMENT IN THE CITY.

New industries, a new railroad and one

of the biggest and richest oilfields in the United States have created such a demand for houses and apartments that one oil company of world-wide fame would bring in enough employees to fill 250 houses at once if obtainable.

In fact, so rich is the investment field in this city that this advertisement is placed by a strong organization of bankers, business men and substantial ranchers merged together into a strong Chamber of Commerce, an organization which has nothing to sell and nothing to boom—but is still willing to GUARANTEE to any reputable investor who will build a home to rent or an apartment or flat building to rent, that they will GUARANTEE TO FURNISH A TENANT FOR SUCH HOUSE OR APARTMENT OR FLAT BEFORE THE FOUNDATION IS LAID.

Where is all this possible? In the liveliest, prettiest and best located city of 8,000 in Southern California—only a few minutes away from Los Angeles. The place is

# WHITTIER

*"The Ideal City of Homes"*

and this advertisement and guarantee is placed and given by  
THE WHITTIER CHAMBER OF COMMERCE

Whittier, California

—The—

## First National Bank

Whittier, Calif.

THE OLDEST BANK

*The Bank That is Big Enough  
For You and Your Friends*

Capital and Surplus, \$143,000.00

CALL 102 FOR PROMPT SERVICE

## WHITTIER

## National Bank

WHITTIER, CALIF.

CAPITAL, SURPLUS AND PROFITS  
\$157,000.00

COURTEOUS  
LIBERAL  
STRONG

DIRECTORS WHO DIRECT

SATISFACTION GUARANTEED AND  
YOUR MONEY BACK

# GATES HOTEL

**FIRE PROOF**

## LOS ANGELES

6th & Figueroa Sts.  
Cafe and Restaurant  
Garage in connection  
Take Taxi at Station  
at our expense

**LEE HOLLADAY Pres.**  
**GEO. A. COLLINS Secy.**



Seashore—



—Mountains

## VACATION TIME

IS here again and many of us are planning to spend a goodly portion of that time at one of the numerous seaside resorts, while others will prefer the mountains—

In either case the PACIFIC ELECTRIC RAILWAY offers unexcelled service to seaside resorts and direct connections to many mountain camps.

### Seaside Resorts

VENICE  
OCEAN PARK  
SANTA MONICA  
HERMOSA BEACH  
MANHATTAN BEACH  
REDONDO BEACH  
LONG BEACH  
SEAL BEACH  
HUNTINGTON BEACH  
NEWPORT BEACH  
BALBOA

### Mountain Resorts

MT. LOWE  
CAMP BALDY  
HOEGEE'S CAMP  
GLENN RANCH  
COLD BROOK CAMP  
CAMP RINCON  
FOLLOW'S CAMP  
STRAIN'S CAMP  
and SAN BERNARDINO MOUNTAIN  
RESORTS

— Ask for Special Folders —

# Pacific Electric Railway

# THE ARROWHEAD

## MAGAZINE *and* GUIDE BOOK

Devoted to Western Travel and Development

Published at Los Angeles, California by the Industrial Department of the  
**SALT LAKE ROUTE**

H. C. NUTT, General Manager

F. A. WANN, General Traffic Manager

T. M. SLOAN, General Freight Agent

DOUGLAS WHITE, General Industrial Agent

T. C. PECK, General Passenger Agent

## SANTA MONICA AND OCEAN PARK

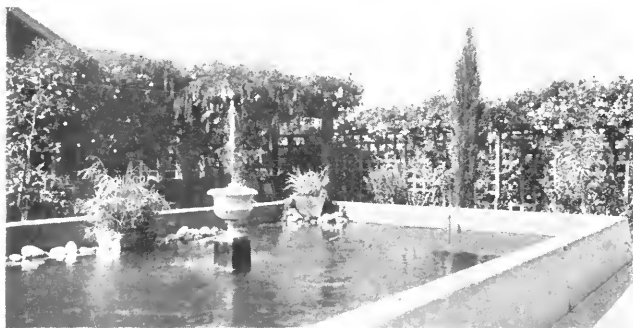
THE FAMOUS  
RESORTS OF  
SOUTHERN CALIFORNIA



THE writer has been assigned a difficult task;—he has been asked to describe Santa Monica Beach and Ocean Park so that the stranger might read and conceive in his mind's eye a picture of this "Beauty Spot of the Pacific." This can no more be done than can a black and white photograph portray the delicate colorings of a Rembrandt painting. However, Santa Monica Beach and Ocean Park have been so abundantly endowed with the gifts of nature, enhanced by the hand

of man, that a brief description will perhaps suffice to at least enable the stranger to understand that these two beach resort cities are the peers of any other ocean resort in America as a place of residence or as a summer or winter resort in which to while away a few brief days, weeks or months.

It will be well to explain here the fact that Santa Monica and Ocean Park are one city. Geographically Ocean Park is a part of Santa Monica; both are under one city government, and



#### SANTA MONICA BEACH AND OCEAN PARK

*A Typical Santa Monica Garden; Woman's Club; On the Santa Monica Beach; Seaside Terrace and Cafe.*

there is no distinguishing mark or boundary to show where Ocean Park stops and Santa Monica Beach begins, except that there are two separate and distinct business sections and amusement centers.

The Santa Monica "district" begins in the beautiful foothills of the Santa Monica range of mountains which not only perform the functions of a beautiful scenic background and mountain playground for the residents of Santa Monica and Ocean Park—but they form a natural barrier in winter to the north wind and storms, and in the summer act as a gigantic, natural diverter to the cooling trade breezes which constantly float from the broad Pacific with their invigorating and bracing touch which makes for Santa Monica and Ocean Park a veritable climatic paradise, in reality a "Spring Eternal," for Santa Monica and Ocean Park know no Winter and Summer as the terms are understood elsewhere. It can perhaps better be designated and understood when described as "twelve months of Spring."

Leaving the foothills, with their beautiful canyons, scenic beauties and wonderful trails and drives, one descends to a beautiful, level plateau overlooking the ocean. Here is Santa Monica proper, the most beautiful residential beach city on the Pacific Coast. Here are the homes of millionaire and plebeian, the all-the-year-round home of people who have hunted for the ideal year-round spot of America.

Santa Monica is not like most beach resorts—a cheaply constructed city of rattle-trap houses, used for a few months in the Summer. Santa Monica is a city of

homes with well kept lawns, beautiful streets, unsurpassed municipal improvements, excellent schools, churches and social advantages. While Santa Monica proper affords every respectable amusement to be desired, still the clap-trap, honkey-tonk, catch-penny element is absent. Santa Monica is a respectable and self-respecting resort city where one may locate his family with every assurance that they will be safe from any element of roughness, drunkenness or contaminating influences.

Santa Monica is not only a place of residential beauty and ideal living conditions; it is a business city of the first class with strong banks and excellent stores and business concerns to furnish every requirement and at city prices. A review of the three Liberty Loan campaigns will show where Santa Monica stands in the financial world. Every allotment was quickly over-subscribed and in record time.

### A City of Homes

Santa Monica is essentially a city of homes. It has wide and well paved streets; a complete sewerage disposal system; pure water, churches of all denominations, lodges of practically all orders, a well supported and growing public library, a Woman's Club housed in its own beautiful home, a \$70,000.00 Elks Club, an Odd Fellows building and a Masonic building.

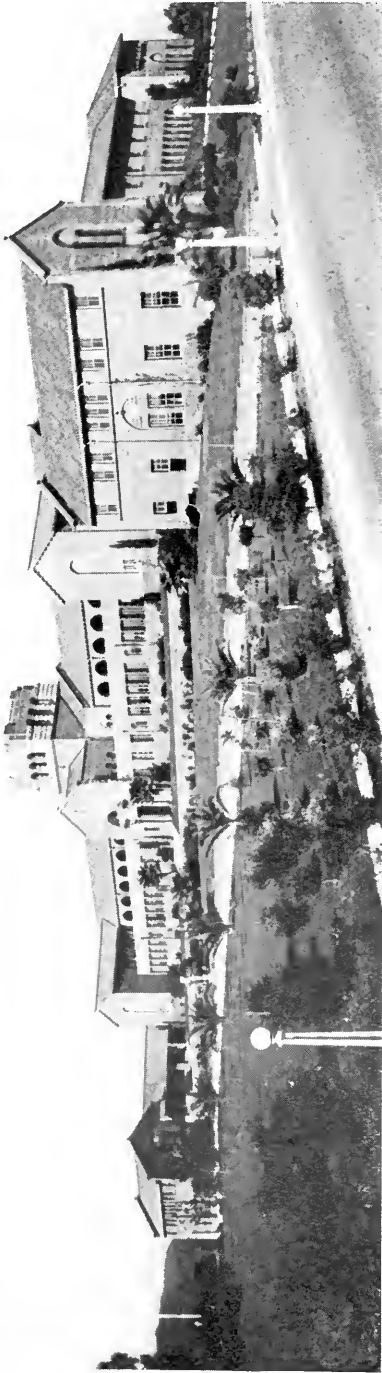
### Schools

Santa Monica has a \$350,000.00 High School—academic, polytechnic and scientific—which is not surpassed on the Pacific Coast for up-to-date efficiency. An excellent corps of well paid

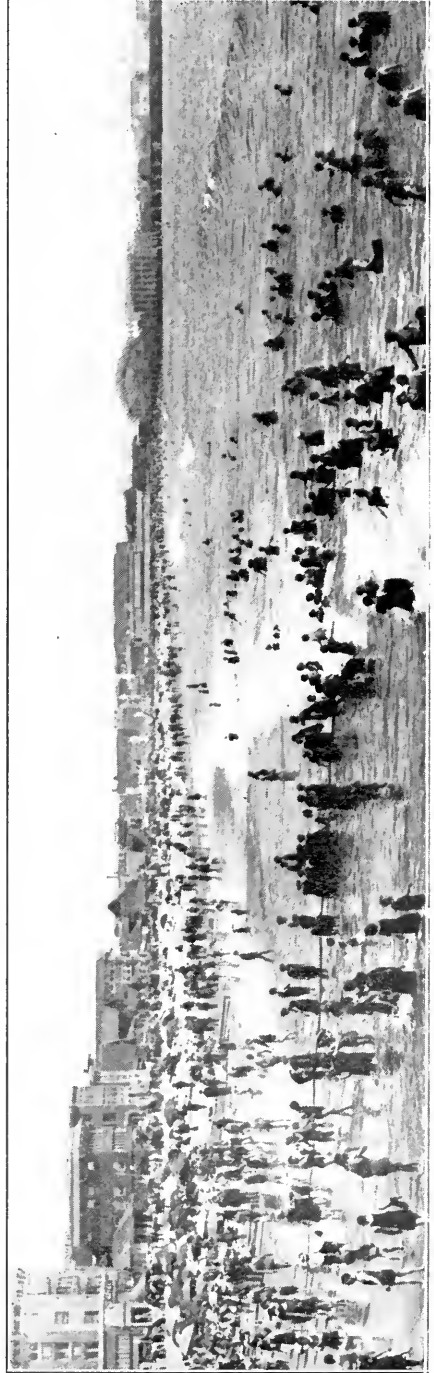


*SANTA MONICA BEACH AND OCEAN PARK*

*Mission Style City Hall, Jefferson School, Merritt-Jones Hotel, Palisades Park.*



*This \$350,000 High School Is a Part of the Excellent School System of Santa Monica Beach and Ocean Park.*



*Enjoying the Surf at Ocean Park. Amusement Pier in Distance.*



instructors are making an enviable reputation for the Santa Monica High School, in turning out well-fitted graduates; efficient and ready for their future struggle for a position in the world. This beautiful high school structure stands on a commanding eminence in the heart of the city, and from it may be seen the cordon of mountains to the north and east and the beautiful Pacific on the west, while the city is spread in beautiful panorama at its feet.

The Santa Monica school system embraces one great "center" for the northern part of the city, known as Lincoln School, and another in the southern part of the city. These centers are equipped for manual training and domestic science courses. Besides these school centers the city is also the proud possessor of five other fine, large buildings and two smaller ones in different sections of the city, while provision has been made for excellent kindergartens in different parts of the city. Santa Monica has also three parochial schools under the charge of the Sisters of the Holy Names, and they are in keeping with the high standard set by the public schools. There are, too, many teachers of music, art and the other higher branches and clubs for the study of science, music and other attributes of a community of culture and refinement.

### Accommodations

There are hundreds of homes being built each year in Santa Monica and the city abounds in excellent hotels and apartment houses, with more being built each year. Here one may enjoy life in



SANTA MONICA BEACH AND OCEAN PARK

*Swiss Chalet at Santa Monica; A Beautiful Santa Monica Residence. Former Home of King C. Gillette. Nat Goodwin's Home.*

a hotel of the first class or find accommodations at almost any price desired. Or one may secure apartments fur-

nished to the last detail and all ready for one to step into and go to house-keeping, by 'phoning the grocer for supplies. These apartments may be secured for a nominal rental or one may find more expensive and luxurious accommodations if desired. But by far the greatest attraction to the visitor to Santa Monica or Ocean Park is the large number of homes which may be rented for a month or a season, homes with every convenience for comfortable living and where one may have the privacy of his own grounds and feel that life is really worth the living.

### Bathing

Nowhere in America is there a more beautiful or a safer beach than at Santa Monica and Ocean Park. The beach is a long stretch of wide, white sand, sloping gently into the ocean. Nowhere on this beach are there any pits or death-traps and the deadly tide-rip found at many other beaches is absent here. This beach is a paradise for the "kiddies" who play all day long in the clean, white sand in perfect safety.

Overlooking the beach is the world-famous "Palisades." Here one may sit among the beautiful flowers and overlook the bathing beach and enjoy a vista far to sea. The Palisades are one of nature's gifts to Santa Monica, and



*An Ocean Park Water Sprite.*

what nature overlooked has been supplied by the hand of man, and the combination is famed far and near as one of the prettiest stretches of ocean beach in the world.

### Fishing

Santa Monica affords excellent fishing. One may fish by launch for the big game fish of the Pacific or may fish for the smaller fish from several fishing piers, among which are the solid concrete municipal pier extending sixteen hundred feet to sea. There is also the famous "Long Wharf," the longest pier in the world, and known far and near as affording some of the finest pier fishing to be found anywhere. Santa Monica is truly a veritable fisherman's paradise.

### Out-Door Sports

Every day in the year is a day for out-door recreation in Santa Monica and Ocean Park. Not only bathing and fishing are afforded, but tennis, golf, motoring, horse-back riding, hiking—in fact, every known sport and recreation is indulged in here. The climate is largely responsible for this, as there are 365 days of Spring each year here.

### Golf

Many fine golf courses are within easy reach of Santa Monica and Ocean Park. The Brentwood Country Club is right at the city's door, and the resident or occasional visitor may easily acquire membership or the course privilege upon

proper introduction. The golf course at this club is most excellent. It is but a few minutes by motor to other splendid clubs and golf courses from Santa Monica and Ocean Park and the beautiful climate and ever-green courses make golf a popular pastime.

### Motoring

At least five of the famous paved boulevards of Southern California lead to Santa Monica and Ocean Park. No

*(Continued on page 18)*



*One of the Lures of Santa Monica Beach.*



## HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as alluring as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

*A. R. JAQUITH, Vice-President*



# LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephones and steam  
bath. Billiard room, barber shop, circulating library and elevator service in the  
ing.

Large grounds with shade trees, swing seats, children's playground, croquet  
and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds.  
Motor Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty  
minutes auto ride from the Leighton.

Manager, 2127 West Sixth Street





*What Are the Wild Waves Saying?*

where else in the world will one find better motoring. Los Angeles, the metropolis, is reached over roads which would be the pride of many cities. If one is a lover of mountain scenery he may motor along the shore of the ocean to the northwest, over an excellent paved road, several miles along the water's edge, thence into the mountains for many miles through beautiful Santa Monica Canyon, one of the beauty-spots of Southern California. This fine mountain boulevard leads out into the fertile San Fernando Valley and the vistas from the high points along the drive are simply wonderful.

Another famous motor drive is along the foothills through Sawtelle, Beverly Hills and on to Hollywood and the Foothill Boulevard through Pasadena, Monrovia and the beautiful Pomona Valley. One may motor from Santa

Monica and Ocean Park with two thousand miles of wonderful, paved boulevards at one's disposal and through some of the most beautiful country and scenery in America.

### Mountain Climbing

It is rarely that one may find a combination of beach resort and mountain climbing together. Santa Monica and Ocean Park afford this combination. The beautiful Santa Monica mountains are at one's very door, and hundreds of delightful trails and drives lead from here. These mountains are noted for their many beauty spots in the way of natural canyon parks and one may spend months wandering about in the mountains and foothills and every day will reveal new delights.

### Hunting

One may find splendid shooting almost any time of the year. The mountains afford excellent deer shooting in season, and rabbits, squirrels and quail shooting are of the best. If one is inclined for bigger game he may motor back into the deeper mountains and find mountain lions and other sporty hunting. To the south one may motor into some very fine duck and goose shooting in season. Some famous gun clubs and preserves are within easy riding distance of Santa Monica and Ocean Park.

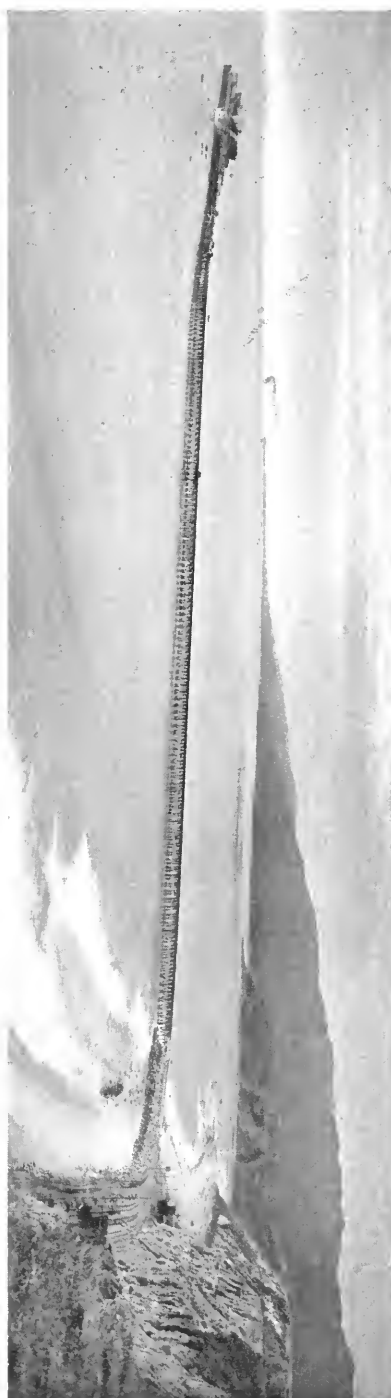
### Tennis

Santa Monica is the natural home of tennis, as is attested by the famous players developed here. The city boasts more nationally famous tennis players than any other city in America. Besides tennis the other clean sports abound here. Baseball, football, water polo, dancing clubs, bowling clubs and athletic clubs are numerous. Hockey and cricket are also popular.

### Auto Racing

The Santa Monica Race Course is





*Long Wharf, Santa Monica—The Longest Wharf in the World, and a Fisherman's Paradise.*



*Brentwood Country Club, Only Ten Minutes' Ride From Santa Monica Beach and Ocean Park.*



*The Beach at Santa Monica and Ocean Park Is a Paradise for the "Kiddies."*

famous where ever auto racing is known. The course is fast, safe and the world's great drivers have all tried for the big prizes offered here. The Vanderbilt Cup and the Grand Prix have been run off here, with the world's best and fastest machines, and famous drivers striving for the premier honors.

### Parks

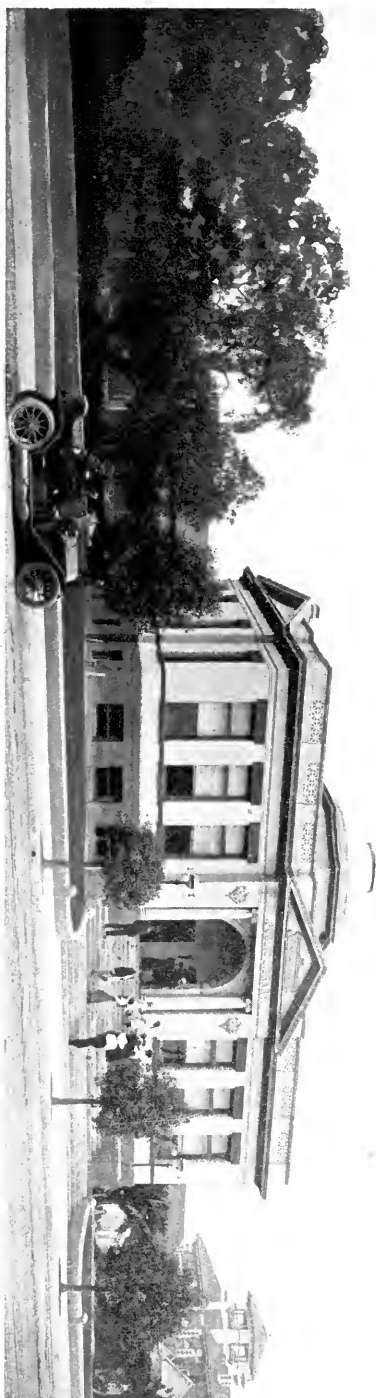
Santa Monica and Ocean Park boast many beautiful parks. The city itself is one vast park with the yards and grounds of the homes full of beautiful, ever-blooming flowers, many of which are peculiar to this semi-tropical climate. Here rose vines cover the roofs of some of the homes; geraniums actually acquire the stature of small trees, and the girth is often six inches. But the city has provided many public parks for the beautification of the city and the enjoyment of the resident. The Seventh Street Park has been converted into a playground and people's recreation center and is a beautiful place. Crescent Bay Park on the beach and the beautiful Linda Vista Park, two miles long and skirting the Palisades are a delight to the tourist as well as the local resident. Of this beautiful park a local admirer of natural beauty wrote from Nice, France: "If we had the walk (showing a picture) it would be finer than this," and Santa Monica has since built the walk.

### Location and Transportation

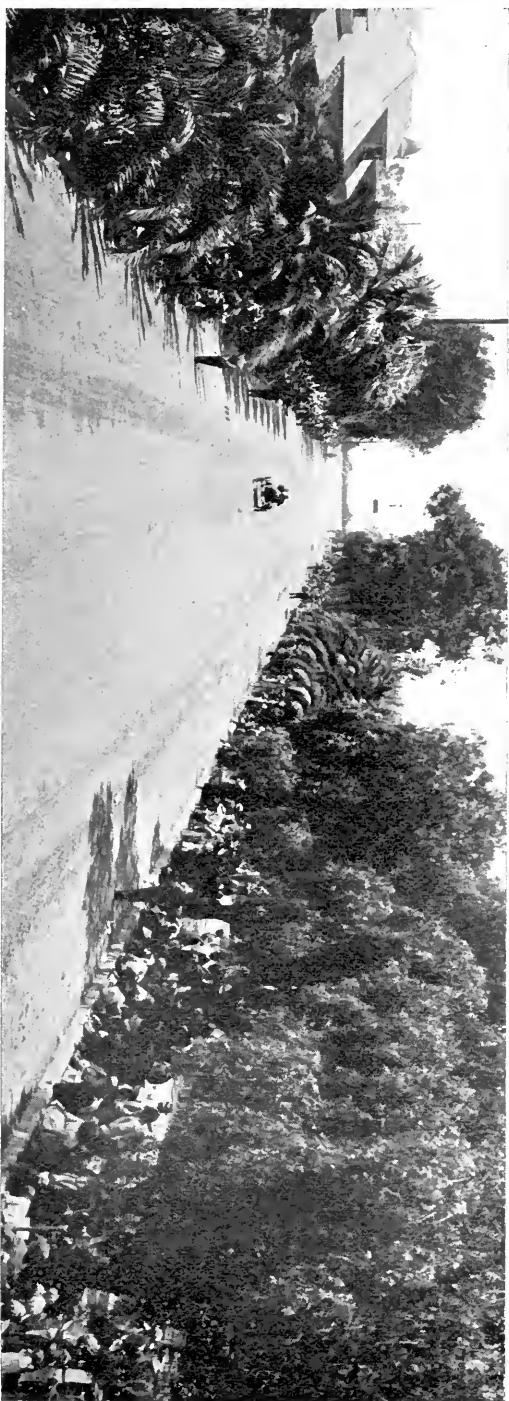
Santa Monica and Ocean Park are the closest beach cities to Los Angeles, being but fourteen miles from the Southern California metropolis. Four most excellent electric lines connect Santa Monica and Ocean Park with Los Angeles. These lines furnish several hundred fast trains to the city each day with cars both ways every few minutes. The regular fare is fifty cents for the round trip, but commutation tickets may be purchased at a rate which reduces the round trip to twenty-two cents. This fast service and low fare make it possible for many business people to reside in Santa Monica and Ocean Park and transact their daily business in Los Angeles. It also makes it possible for the tourist or resident of Santa Monica and Ocean Park to make their trips to the city for shopping and amusement purposes in a few minutes, and at a minimum of cost. The theatres of Los Angeles are famous for the high class of plays shown. The world's best talent and the finest operas are thus made available to the resident of Santa Monica and Ocean Park. The trip is made by electric train in about forty minutes and by auto in about the same time or less.

### Living Expenses

One can live at a minimum of cost in Santa Monica and Ocean Park.



*Santa Monica's Beautiful Public Library.*



*Wishite Boulevard, a Portion of the Famous Santa Monica Race Course, Fastest in the World.*

Rents are very low in comparison with other resort cities. One may rent a house here, large, roomy and comfortable, and with all the conveniences, for about twenty-five dollars per month for a four or five-room house, during the winter season, with a slight advance during the months of July, August and September. Larger and finer homes may be rented with the rental higher in proportion, of course.

The same applies to furnished apartments. There are many hundreds of these apartments for rent, and anyone from the very wealthy to the person in moderate circumstances, can find just what he wishes in the apartment line and at any rental desired. Cheap gas, water and electricity help to keep the cost of living down. Milk and ice deliveries are made on a city basis and at city prices. Groceries and meats are sold on the Los Angeles scale of prices and vegetables are extremely cheap when compared with eastern prices.

Fresh vegetables are to be had every day in the year, for the fine growing climate of Southern California produces even the delicate vegetables every day in the year, and they sell at prices surprisingly low.

Other items of living are supplied by dozens of well stocked stores which are always abreast of the times in styles. However, if one desires he may buy from the Los Angeles stores and have the goods delivered at his home without extra cost, as all the larger Los Angeles stores maintain a special, free delivery system to Santa Monica and Ocean Park.

### Amusement Features

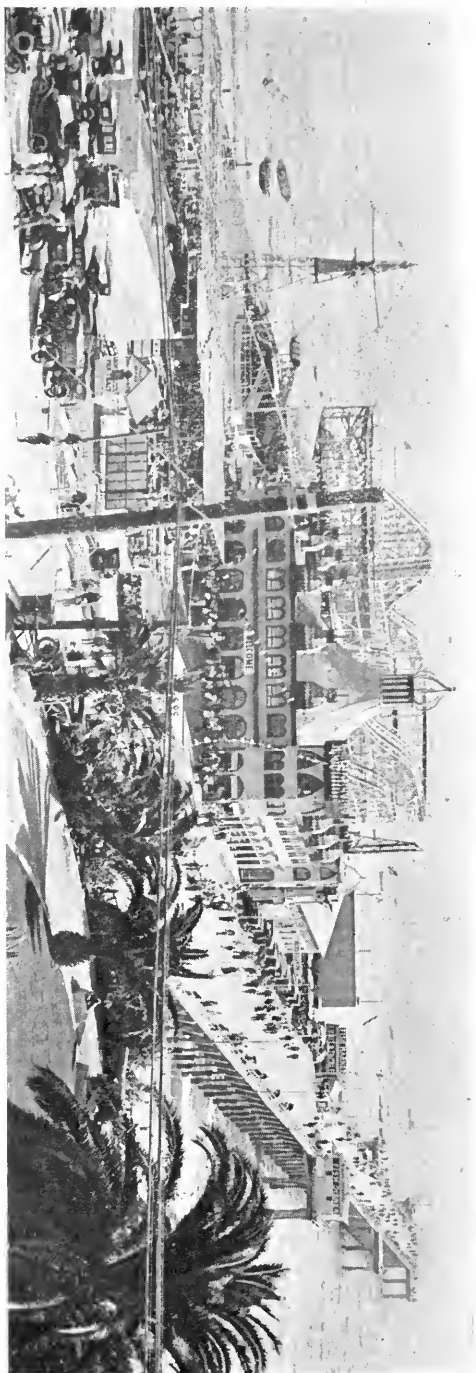
Besides the unlimited sports and amusements already mentioned such as motoring, golf, tennis, mountain-climbing, water polo and kindred sports, one will find in Ocean Park and Santa Monica myriad amusements peculiar to beach resorts. Both Santa



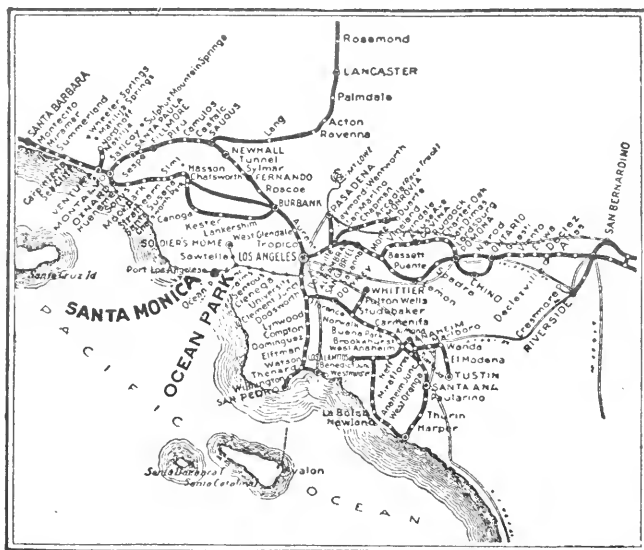
*Beautiful Palisades Park, Overlooking the Ocean.*



*Beautiful Linda Vista Park. Two Miles Long and Overlooking the Mountains and the Sea.*



*The Famous Santa Monica Beach Municipal Pier and Pleasure Pier.*



*Showing the Advantageous Location of Santa Monica Beach and Ocean Park.*

Santa Monica and Ocean Park have large amusement piers and practically every known device for the pleasure of man are here. At Santa Monica will be found the Municipal Concrete Pier, one of the largest and finest concrete piers in the world. Adjoining this is the amusement pier which provides high-class amusement for all. In Ocean Park is the Frasier Million Dollar Amusement Pier as well as other piers and both amusement centers are well supplied with amusement projects such as roller-coasters, merry-go-rounds, dancing pavilions, shooting galleries, foreign bazaars and exhibitions usual to resorts.

Both Ocean Park and Santa Monica boast fine bath houses. One may rent a bathing suit or provide his own, enjoy the indoor plunges which are kept clean and sanitary with ever-changing water, enjoy hot or cold salt water tub baths, or step outside to the sandy beach and enjoy some of the finest sunbathing in America. The beaches at both Santa Monica and Ocean Park are noted for their cleanliness, their safety and absence from objectionable features. Life guards are in constant attendance to see that no one comes to harm, and the best of order is maintained at all times. The popularity of the two beaches is attested by the fact

that the residents of Los Angeles and other inland cities come to Ocean Park and Santa Monica in large numbers. They have the pick of several beaches, but the large percentage come to the beautiful Santa Monica Bay beaches.

Excellent restaurants and cafes supply the wants of the inner man. Prices are very reasonable and the selection and variety is ample. One may come to Santa Monica and Ocean Park with the knowledge and assurance that he will not be robbed or charged exorbitant prices.

If one prefers hotel life there are dozens of excellent hotels on or near the ocean front where one may secure rooms either on the American or European plan, and at any price desired, from very low rates to luxurious accommodations.

#### Chamber of Commerce

Santa Monica and Ocean Park have a strong and healthful Chamber of Commerce with buildings in convenient locations in both Santa Monica and Ocean Park. The Chamber is made up of the representative men of the city, is well financed and looks after the welfare and advancement of the interests of the city.

One of the chief functions of the Chamber of Commerce is to look after the interests of the newcomer to the city. The Chamber not only acts as a bureau of reliable information on all subjects, but actually locates the stranger in whatever class of quarters desired. In fact, the stranger need not waste his time looking for a place to live. Just call up Santa Monica 1187 on the Homephone or write J. H. Freese, Secretary, Santa Monica-Ocean Park Chamber of Commerce, stating price, size and proximity to beach and schools, and he will have a place waiting for you when you arrive.

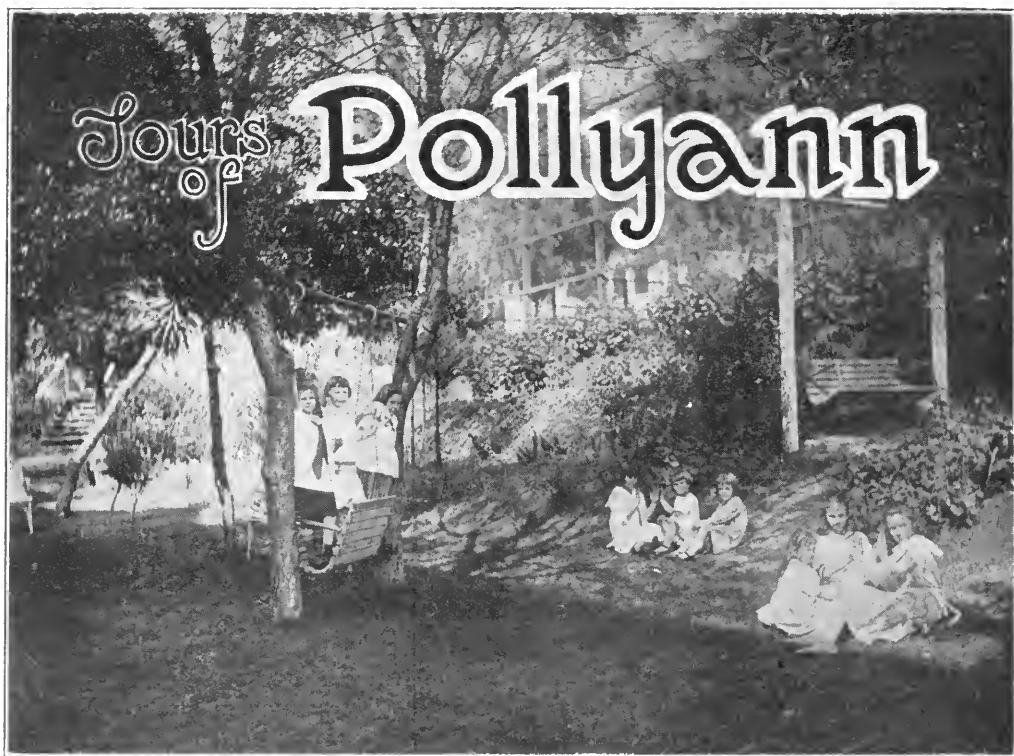




*The Incline to the Grand Ocean Drive from the Cliffs, a Hundred Feet above the Surf, Santa Monica Beach.*



*The Widewere, One of the City's Many Hotels, Peers the Bay Across Beautiful Palisades Park, on the Bluffs.*



## Pollyann Enthuses Over California's Summer Attractions

My dear Isabel:

**J**UST as I sat down to scribble you a few lines a thought struck me and that was—how little we Californians appreciate the wonderful conditions under which we are permitted to live.

Of course the thought was inspired, but then, what thoughts are not? This time the inspiration came from the charm of my surroundings and a brief comparison with parallel conditions in cities east of the Rockies.

You know my dear, that for several months I have been making my home at the Hotel Leighton and, in spite of the fact that I have really enjoyed every day of my life under its hospitable roof, I have never, until the present moment, reached a point where I thoroughly realized the fact that it is really unique among city hotels.

Los Angeles is full of captivating places to live in and my coming to the Leighton was caused by its quiet attractiveness, but only today, as I glanced out over the lawn and saw the children of the house rollicking and tumbling over the velvety green grass, did I begin to sum up the real total of the Leighton's charms.

Just figure out the idea Isabel; here am I only ten minutes ride by electric car from the very center of the city and, to be truthful, the distance is one that I frequently negotiate on foot in the bright crisp mornings. The porch, where I am writing overlooks a broad lawn sloping to the street, its pathways bordered by rows of tropic blossoms and shaded by the fronds of graceful palms. And now you expect me to tell you what a beautiful building faces us across the way. Well you have missed it my dear for there is not a building or any specimen of architecture in sight. Just the almost jungle-like growth of one of Los Angeles' most delightful parks fills out the vista in front and on either hand.

I am telling you facts when I say that I have never fully absorbed the beauties of my present home surroundings but now that I have awakened to them I am going to tell you all about it.

Right now we are of course between seasons here in the Southland. The eastern visitor has, for the most part, departed to meet the heat and dust of their dear homeland way off toward the Atlantic coast. And that is what has always puzzled me Isabel—how our tourist friends from be-

yond the continental divide always drift away to the eastward just at the time when California has put on her most gorgeous apparel and presents her charms in a more beauteous array than at any other season of the year.

I remember once talking to that uncle of yours who dwells in Minneapolis and spends so many winters here in California. Each year that splendidly informed relative of yours comes out here and dallies away the winter months, but just as things are assuming the real California tone he deserts his quarters here and flies homeward. I asked him why and what do you think he told me? This,—that he departed at that time to escape the possibility of being caught here in hot weather. Hot weather indeed! I was so amazed that I was speechless and when I did recover sufficiently to argue the point with him, he simply "kidded" me as if I was a school-girl and called me a California booster.

Now I am wondering if that same idea has not developed in the minds of many others among our winter visitors who argue that if our winters are warmer than the Arctic climate of Minnesota, our summers must be correspondingly hot. Nothing to it Isabel, for two months from now I shall be sleeping under a blanket right here in my quarter's at the Leighton. And when I take a little motor ride in the summer evenings, whether it be toward the

ocean or the mountains, I shall don a good comfortable wrap.

Yet—it is all right for I am just thinking of the way things balance themselves. In only a little while, hardly long enough for the Leighton to go through its regular course of spring house cleaning, there will troop in a stream of visitors who know and realize the summer charms of Los Angeles and the Leighton in particular. These are the people from Arizona, New Mexico and Texas who tried the reverse season to that devoted to the eastern tourist and found that our country is as much of a summer as a winter resort. Others come up from the west coast of Mexico and, taking it all in all, I shall be rather glad to experience the difference between the delightful associations that I have made during my winter at the Leighton among our friends from the east and the summer life here among people from the border states and our sister Republic.

I know that the people from the torrid interior country—and believe me Isabel, it does get hot there, I know for I have tried it—will enjoy every minute of their life at the Leighton. There is nothing really just like it in California—a hotel just beside the heart of a great city with a great stretch of park for a front yard. And what a park it is. They call it Westlake but the name is not half romantic enough. There is a large, beautiful lake where skiffs, canoes



"\* \* \* as I glanced out over the lawn and saw the children of the house rollicking and tumbling over the velvet green grass, did I begin to sum up the real total of the Leighton's charms."

and even small sail boats skim the limpid waters, there are rose bowered walks and sweeping lawns with no signs telling you to "keep off the grass." The lake too, is a place where freedom rules, for the youngsters from the Leighton can get a permit to go fishing on the bright summer days while added interest is developed, both for youngsters and grownups, from the fact that nearly every day the Park is used by some of the leading film companies as a setting for their silent dreams. One day it will be a bunch of comics cavorting in the development of some new laugh producer and the next some mimic tragedy will be enacted on the lake's curving shore and caught by the swiftly rolling film. Oh we have plenty to interest us Isabel but I am generally too busy to enjoy it although I, once in a while, take an hour to watch these novelties that the park offers to the dwellers at the Leighton.

But while the Leighton's surroundings draw the eastern tourist in winter and the people from the hot country in summer, there are other attractions that bring the visitor back year after year. The Leighton's architecture is of the Mission type and it stands upon a sweep of high ground that gives a commanding view from its apartments. Outside there is plenty of room to move around and as I told you at the beginning, the Leighton's child guests do not have to go far afield to find a

playground for there are lawns a plenty and a series of big tennis courts where there is always plenty of play of the most exciting sort.

Inside the Leighton tells a story of homey comfort; its broad lobbies inviting to the enjoyment of an hour's rest or a cosy visit in one of the many nooks. Then there is a big sunlit dining room which, when cleared, is an ideal ball room. Here again the "kiddies" are not forgotten, for they are provided with their own little dining hall in a bright corner of the building. In fact, it really seems to me that whoever planned and located the Leighton had the little folks in mind and the hotel management has enlarged upon the original idea, for never have I seen a happier bunch of youngsters than those who make the Leighton either their temporary or permanent home.

So now Isabel you have a glimpse of what my present home is. Oh I know you will say that your Pollyann is enthused over her present abode and that, in a few days, you will hear of her trailing off into some other spot where she will absorb a new idea or two. Well that may be my dear, but I certainly have a delightful winter to look back upon and I shall be greatly disappointed if my summer does not bring me just as many pleasures. Still, no matter where I wander, I shall surely drift back to this spot where I can possess a



"\* \* \* and a series of big tennis courts where there is always plenty of play of the most exciting sort."



*"Inside the Leighton tells a story of homey comfort; its broad lobbies inviting to the enjoyment of an hour's rest or a cosy visit in one of the many nooks."*

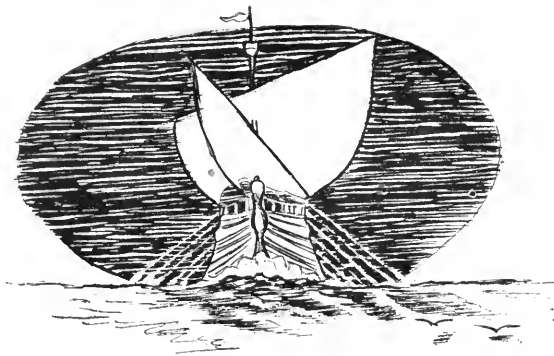
great big beautiful park for a dooryard and enjoy every advantage of suburban life with the city's business center only a few minutes' ride.

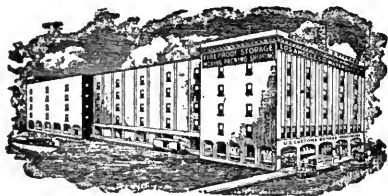
I am looking for you and the tots to be coming this way before very long. You know how often you have promised and I want them to come while I am still a dweller at the Leighton and they have not grown so big as to fail in getting a full en-

joyment out of what this hotel home of mine offers to its "little folks."

So remember my dear that I am anxiously waiting for you to make your long promised visit and, in the meantime unbounded love goes out to you and the youngsters. From your own

*Pollyann*





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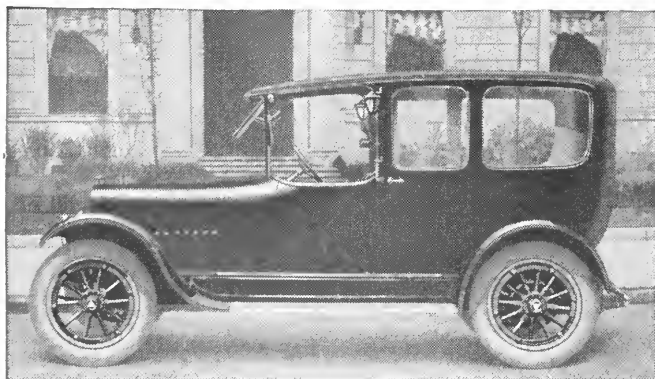
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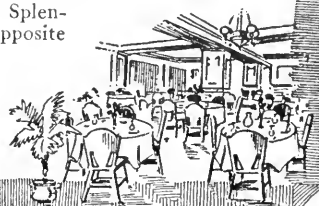
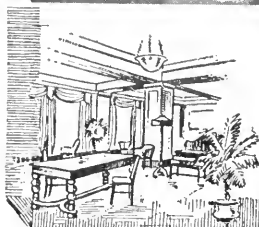
EUROPEAN PLAN

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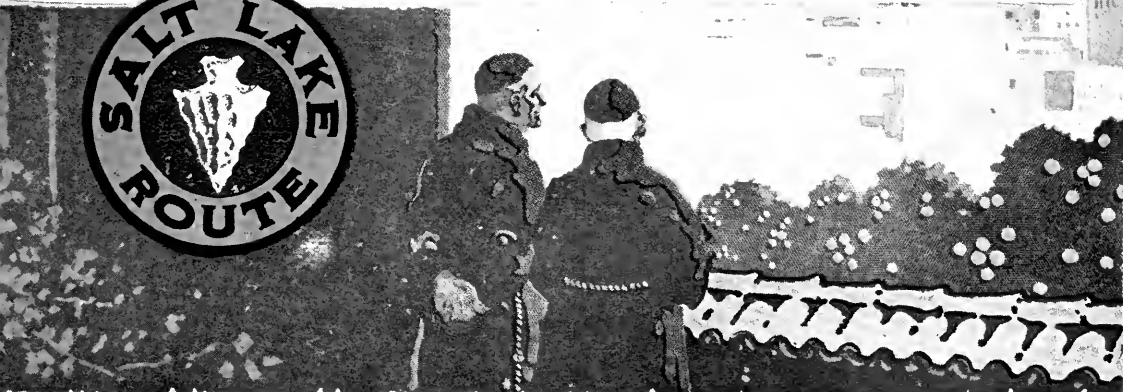


# The Arrowhead

MAGAZINE and GUIDE BOOK  
Devoted to Western  
Travel and Development



ENJOYING LIFE AT CATALINA



CATALINA

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Large, Airy Billiard and Pool Hall  
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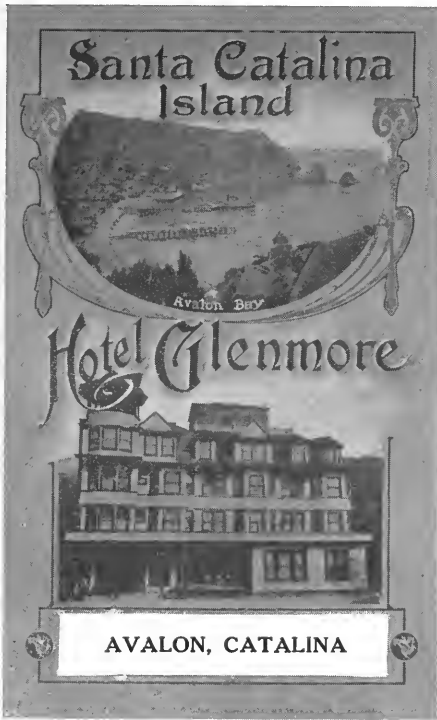
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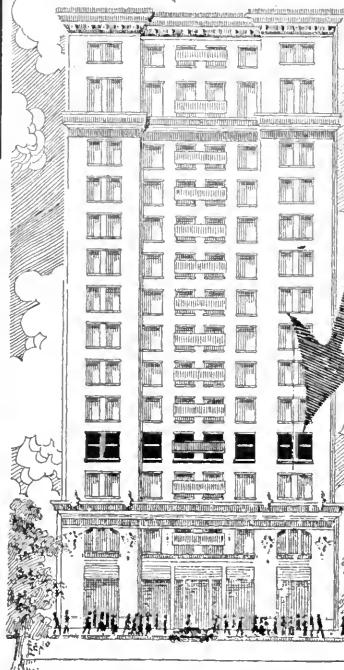
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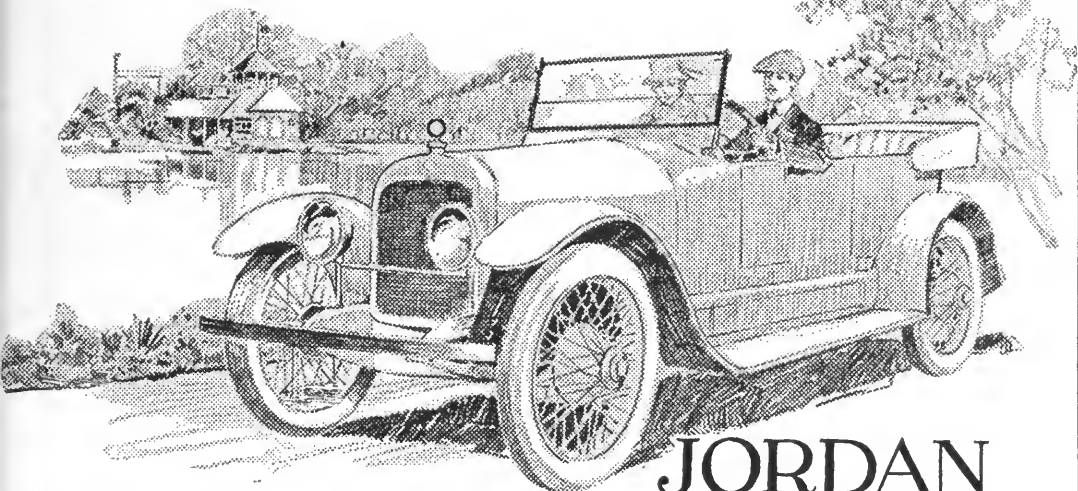
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This unusual car is distinguished by striking and exclusive features including—

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A new power unit, designed and produced by Continental, the master engine builders of the world, and presented to the public for the first time by Jordan. In this motor vibration is eliminated, speed accentuated, power increased and a degree of economy attained that is in advance of the times.

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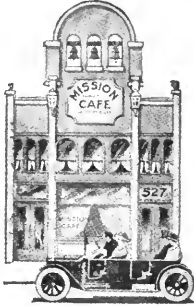
One Person.....	\$1.00 to \$1.25 Per Day
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One Person.....	\$1.50, \$2.00, \$2.50 Per Day
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Cuisine the Very Best



The Franco-Italian Grand  
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100 Rooms, Toilet and lavatory	For One \$2.00	For Two \$3.00 & \$3.50
100 Rooms With Bath	2.50	\$4.00
200 " " "	3.00	\$4.00 & \$5.00
100 " " "	4.00	\$5.00 & \$6.00
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100 Rooms, With Bath, Ensuite,	From \$10.00	

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LEE HOLLADAY Pres.  
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Here again and many of us are planning to spend a goodly portion of that time at one of the numerous seaside resorts, while others will prefer the mountains—

In either case the PACIFIC ELECTRIC RAILWAY offers unexcelled service to seaside resorts and direct connections to many mountain camps.

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Published at Los Angeles, California,  
for the information of travelers over the  
SALT LAKE ROUTE

T. C. PECK, General Passenger Agent

F. A. WANN, General Traffic Manager

EDITED BY DOUGLAS WHITE

# SANTA CATALINA

## *"The Isle of Enchantment"*

By CHARLES E. MILLER

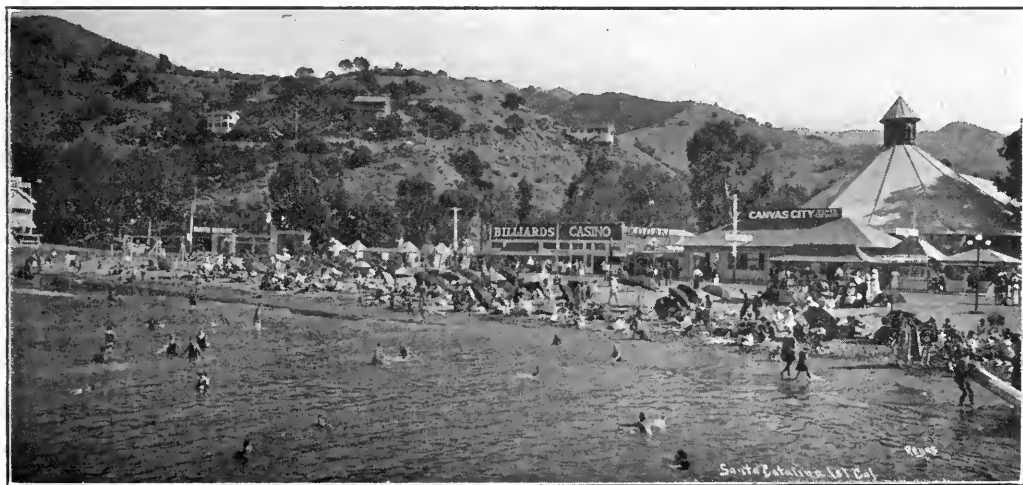
WE were standing on the upper deck of the good ship Cabrillo when I first heard the term. For days I had racked my brain for a word or phrase which would correctly express my idea of beautiful Catalina Island—some phrase which would register in one's mind something of the lure—the quaint, restful charm of this famous island playground.

Beneath us the limpid, marine-blue waters of the Pacific was softened by the white foam in our wake. In the distance, fairy-like Avalon was quietly slipping into the distance, forming a picture never to be forgotten. Neither had spoken since we left the crescent-like bay, when softly she

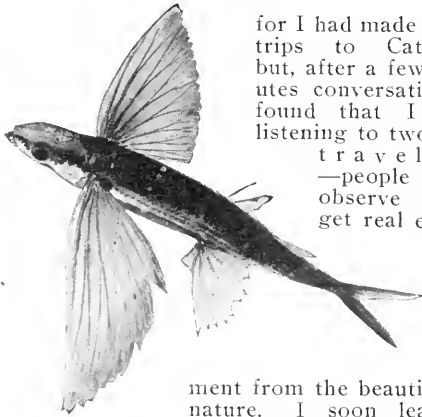
spoke, seemingly to herself—"Good-bye, pretty Isle of Enchantment." There I had it, for Catalina is just that—the Isle of Enchantment.

We had spent a week on the Island, and it all happened because a female quail had a crested topknot when, according to all precedent she should have had none.

It came about through a conversation in the hotel lobby in Los Angeles. We were talking with a gentleman and his wife from Australia, both noted globe-trotters, who had just returned from a two weeks' stay in Catalina, and both were filled with enthusiasm over their trip. I was prepared to be properly bored with their narrative,



*Along the Bathing Beach at Avalon.*



for I had made many trips to Catalina, but, after a few minutes conversation, I found that I was listening to two real travelers—people who observe and get real enjoy-

ment from the beauties of nature. I soon learned that on Catalina Island, three hours away from my home town, there were no less than twelve varieties of floral life which are found nowhere else in the world. I learned that in Catalina waters were to be found specimens of sea life found nowhere else. I learned that I had been making periodical dashes to Catalina for years and overlooking the dozens of real items of interest.

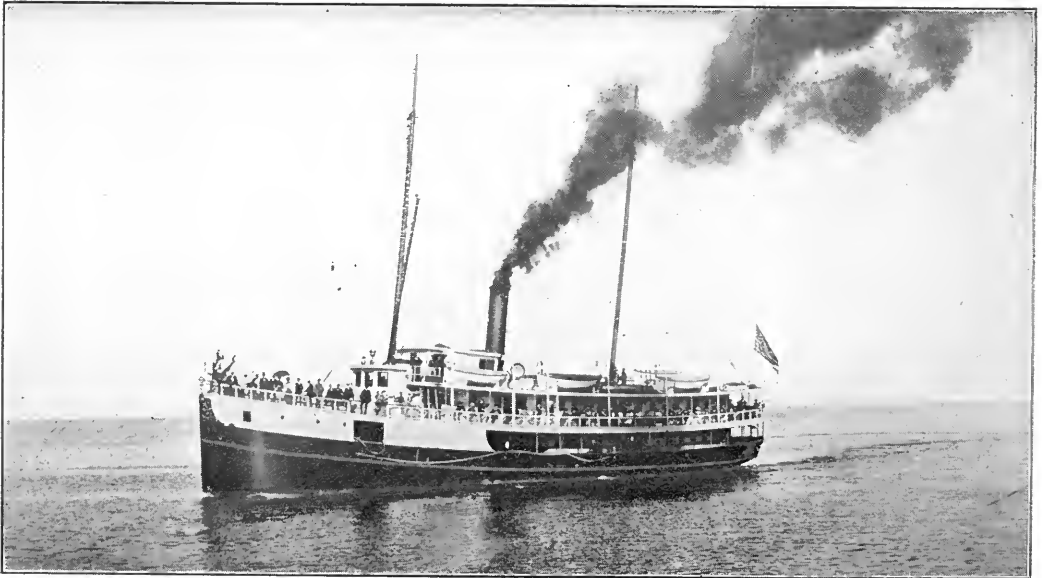
Then came the incident of the female quail. Now I have hunted quail all my life. I think I have associated intimately with every variety and specimen of quaildom in the United States. But when our friends from Australia observed calmly that on Catalina Island, and nowhere else in the world, the female quail was crested like the male, I began to ask myself what I had been doing on all my trips to the island, that I had never seen these things.

The next morning I still puzzled over the matter. Here was I, a frequent visitor to Catalina Island, learning all these interest-

ing facts from people who had traveled thousands of miles for their first trip to the Island. To make a long story short I went to see my friend Mr. D. P. Fleming, the genial secretary of the Banning Company, which owns the Island, and the steamer line running to it. I asked him if it was true about the quails and the flowers and the fish, and that if it **was** true why did I not know it? Here was his reply:

"Yes, the things your friends told you were true. Even they missed many of the points of interest. I'll tell you why you missed so many things. You, like thousands of others, go to Catalina just for a 'trip.' You probably read your paper all the way over on train and boat. Why the trip just through the harbor at San Pedro is a wonderful sight just now, with war preparations all about. Then you arrive at the island with the idea firmly in mind that you are going there to merely while away a certain length of time. Why don't you go over next time and really take advantage of this wonderful vacation paradise which nature has so kindly placed in your dooryard and which the hand of man has builded into the most wonderful resort in the world. Try it once and then come and tell me what **you** really think of Catalina."

The next morning at 9:00 o'clock we were at the Pacific Electric station in Los Angeles, sans newspapers and with the firm intention of seeing what there was to be seen, from the moment of starting until we passed back through the gates at the station on the return trip. Mr. Fleming was right. We are indebted to both he and the female quail, on a fifty-fifty basis, for the most enjoyable vacation week of our lives.



*The Steamer Hermosa, One of the Boats on the Catalina Run.*



We left Los Angeles at 9:15 on the swift Catalina boat-train over the Pacific Electric Railway. Passing through the industrial district of Los Angeles, we saw the new \$10,000,000 terminal market of Los Angeles—the largest and finest in the entire world. We also passed the massive plant and shops of the Pacific Electric Railway.

After leaving Los Angeles we passed through Watts and Compton, most of the way through rich vegetable gardens and beet fields. Then on through Wilmington to San Pedro or Los Angeles Harbor, in reality a part of the city of Los Angeles. Here we saw the several large ship-building plants which are building ships so rapidly for Uncle Sam and doing a large share to make the world a decent place to live in. One plant has already sent two large vessels to sea, has three in the water and five on the ways. This plant employs several thousand men and has made a world's record of 60 days from the laying of the keel to the finished ship.

At San Pedro we transferred from the train to the steamer *Cabrillo*, and were soon moving down through the \$20,000,000 harbor, past the Naval Reserve Training Station, where we saw thousands of Uncle Sam's boys in blue and white training to whip the Hun on the water as they are doing on land. We also passed a mammoth potash plant which is extracting potash, iodine and gelatin from kelp. This plant employs 600 men and is doing its part in the war by supplying much needed munitions requirements.

Over the bluff, but just now concealed from public view, is Ft. McArthur, which is said to be the most modernly equipped fort in America.

As we passed out of the harbor we had an excellent view of a large steamer, skilfully camouflaged for overseas duty, and I know every soul aboard the *Cabrillo* breathed a prayer for a successful voyage for the ship and the brave men who sail her.

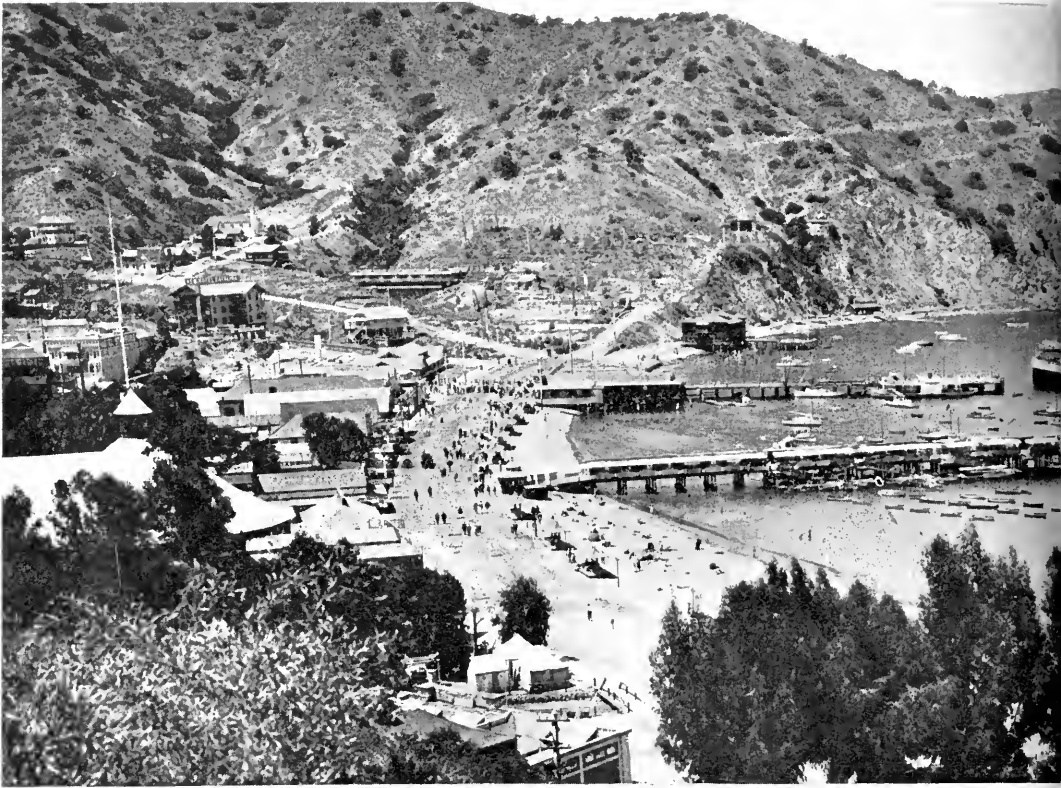
Our last view of interest in the harbor was the light house on the end of the granite breakwater. After passing the light-house all eyes were focused on two of Uncle Sam's submarines which were maneuvering in practice. One of them came quite close to the *Cabrillo*, and one could but experience a feeling of thankfulness that the craft was manned by real men—American men, and that the submarine sailed under the flag of liberty and not as a butcherer of women and children.

Midway between San Pedro and Catalina we encountered two immense whales, one lazily wallowing in the sea, and the other playfully diving and spouting water. Also many flying fish flew from the course of the *Cabrillo*, some making flights of a thousand feet or more.

The boat trip from San Pedro to Catalina is made on either the *Cabrillo* or the *Hermosa*, of the Wilmington Transportation Company, both of which are the last word in safety and comfort in ocean travel.



*Along the Waterfront at Avalon, Catalina, Island.*



*A Vista of the Harbor at Catalina.*

We went over on the *Cabrillo*, a beautiful and staunch vessel. No safer boat sails the sea today than the *Cabrillo*. She carries 16 large lifeboats, hundreds of life preservers, and, in addition, is equipped with the very latest of the famous Corliss copper-tube life rafts, which are absolutely unsinkable. The *Cabrillo* carries six of these life rafts, each with a capacity of 67 people.

The *Cabrillo* carries a crew of about 30, every man of which, from Capt. Johnson on down, is courtesy itself. Capt. Johnson has sailed this channel as master for the last 15 years and so thorough is his seamanship that the government is giving him 40 Naval Reserve men to train. The trip is made pleasant by Excursion Agent Allen who devotes his entire time and attention to the traveler to Catalina, from the moment of leaving on the cars at the station in Los Angeles to arrival in Avalon.

Another feature which is unusual aboard ships is that pillows and blankets are provided free of charge to passengers and a stewardess is in constant attendance, looking after the comfort of the women passengers.

At noon, two hours after sailing, we arrived at Avalon. No picture could be prettier than the view from the steamer as one sails into the harbor. The beautiful bay is a perfect crescent, around the shores of which the town nestles. In the background are picturesque, green mountains and in the foreground is the harbor,



dotted with dozens of white pleasure yachts, fishing launches

and pleasure boats—the whole making a most beautiful picture in marine-blue, white and green, all illuminated by the golden sheen of an ever constant California sunshine.

As the steamer docked, diving boys, perfect water mermen, dived into the crystal waters for coins tossed from the boat. The water is probably 20 feet deep at the wharf and so clear that one could read a newspaper on the bottom. And so perfect was the diving ability of the boys that not one coin reached bottom before being recovered.



Photo Copyrighted by P. V. Reyes

As we left the steamer on arrival at Avalon we found that one of the events of the day is the daily arrival of the boat. It seems that the entire population of the island meets the boat—some out of idle curiosity, others

to greet possible acquaintances, for no one knows what boat might bring a party of friends and each boat brings people from all over the face of the earth. When we arrived we found all these self-constituted greeters lined up in orderly rows, spaced off by white lines to avoid confusion, and every face wore a smile which seemed to bear a message of welcome. Honolulu is famous for her pretty "aloha" at departure and Catalina is famous for her "welcome" on arrival. If you have been to Catalina you know the feeling. If you haven't been there yet, you will eventually, and when you do arrive, just watch and see if it don't seem to you that every soul in the town is at the boat landing with a smile of greeting just for you.

And right here I want to tell you that the moment one lands in Avalon he is at "home". After being there two hours one feels that he belongs there. There is an

entire absence of snobbery and friends of a day seem like old acquaintances. No where in my travels have I found a place so filled with the spirit of friendliness and good fellowship.

Our hotel question had been settled for us in advance for we had friends stopping at the Island Villa and had promised to join them there. However, for the first tripper to Catalina the question of where to stop might be a hard one—not because of the lack of accommodations, but because of the many excellent places and the mode of living one wishes. During our stay on the island we were shown through many of the hotels, stopped at Island Villa, and visited with happy friends in Canvas City and were soon convinced that no resort in America is better equipped to take care of the visitor, whether he be millionaire or plebeian, than Catalina. There is an entire absence of exorbitant charging so frequent in other resorts—in fact just the opposite applies for we were amazed at the moderate cost of living in Catalina. Prices of everything are no more, and in many instances less, than prices charged in commercial cities.

#### ISLAND VILLA

We were greeted at the Island Villa by Manager George E. Daul and charming Mrs. Daul. Then two things happened in less than ten seconds which made us know

we were not to "stop" at the Island Villa. The first was a handclasp from Mr. Daul and the second was a bright smile of welcome from Mrs. Daul. Right there we knew that we were not "stopping" anywhere—we were to be the friends and guests of this charming couple—just the spirit of Catalina again.

We were assigned a "villa," which was a novelty to us. A "villa" is a canvas home in Villa City. Villa City is just what the name implies—a city of villas, street after street of them, and the whole is enclosed with netting and shrubbery into a city of over 300 villas. Each villa is, in reality, a one-room canvas cottage, fully equipped and furnished like a room in a hotel. Each villa is electric lighted and the service is the same as that in the usual European hotel. Maids care for the villas, as in a hotel. The whole city really is a first-class European hotel with rooms of canvas instead of wood and plaster. The office or central building is the lounging place for the guests. Free shower baths and other conveniences are furnished.

Rates at Villa City are \$1.00 per day for one person, \$1.50 per day for two people and \$2 per day for three people. Weekly rates of \$7, \$10 and \$12 for one, two and three people apply.

Villa City is a clean, wholesome, outdoor hotel. No cooking is allowed and good order is maintained always. It is an ideal place for women and children to spend the summer.

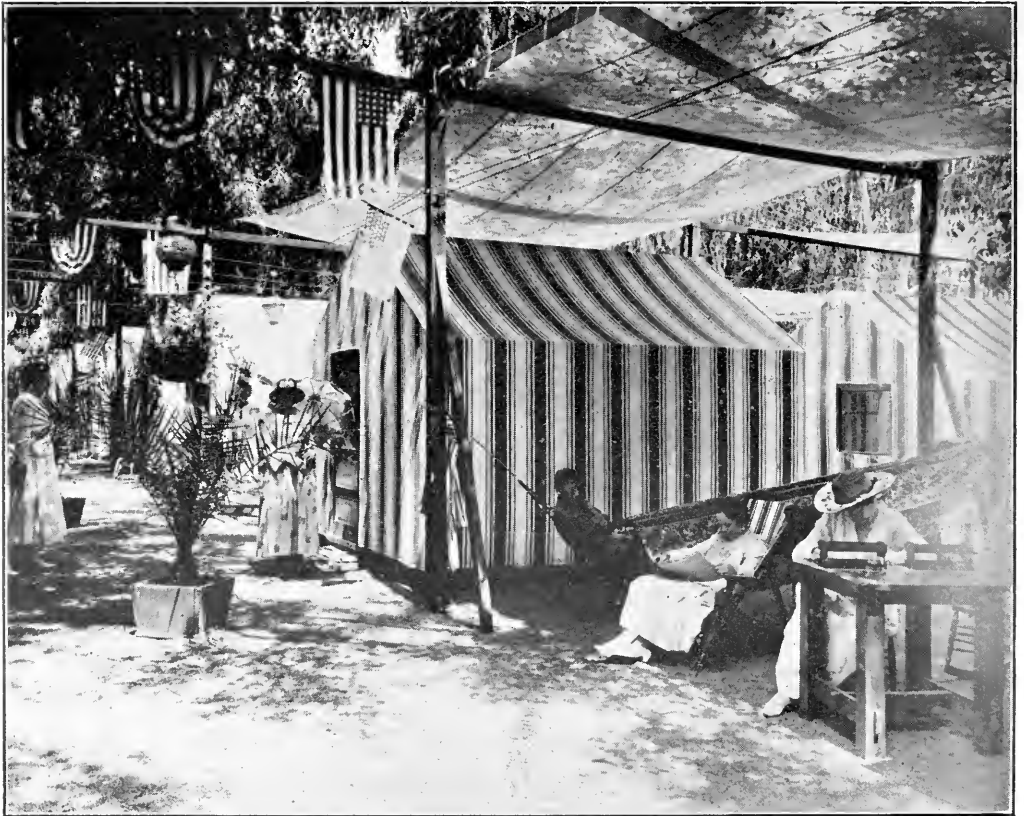
### CANVAS CITY

Canvas City, which is open from the middle of June until the last of September, is located in a beautiful grove of eucalyptus trees. Furnished tents are rented with or without kitchen equipment.

Canvas City is really a city of furnished canvas homes where one may keep house with the comforts of home or may eat at the restaurants and cafes, at pleasure. The tents are of various sizes, ranging from 8x10 feet for one person to 16x24 feet for four people.

Electricity, water and clean linen are furnished. Each tent has a smooth board floor and is comfortably furnished. Every effort has been made to make Canvas City clean, comfortable and healthful and to insure a maximum of pleasure for its patrons.

Canvas City was primarily devised to furnish accommodations at a moderate price to people who wish to do light housekeeping and enjoy the pleasures of Catalina. The rates are very reasonable and that,



*Leading a Life of Pleasure and Comfort at Island Villa.*



*One of the Streets in Canvas City.*

together with the reasonable prices at the restaurants, groceries, markets and delicatessen stores enables the patrons of Canvas City to enjoy life at a most moderate expense.

The rates at Canvas City range from \$4.00 per week or \$12 per month for one person to \$16 per week or \$48 per month for four people. The latter is for a tent 16x24 feet.

A comfortable lounging room, with writing desks, is provided for patrons of Canvas City.

#### **THE NEW HOTEL ST. CATHERINE**

The new Hotel St. Catherine was not yet opened during our visit to the island, but through the courtesy of the manager, Mr. N. S. Muller, we were shown through this magnificent new hostelry. It is the last word in modern hotel construction and will soon become famous as the summer home of people who desire the best in hotel life.

The Hotel St. Catherine has been built in Descanso Canyon, a beautiful natural park which was the site of the former summer home of Mr. Hancock Banning, one of the owners of the island. This hotel is but a short walk around sugar-loaf rock from Avalon and it is a most enjoyable little walk of but a few minutes. But the guest at the St. Catherine need not walk to the hotel unless he so desires as large autobuses and a comfortable ferry make fre-

quent trips back and forth between the hotel and town.

The St. Catherine has been built and will be operated by the Santa Catalina Island Company. The architecture is Italian and the color scheme is beautiful, being creamy white with red roof and trimmings of blue. This, against the green verdure of the surrounding mountains and the marine blue of the ocean, makes a most delightful setting.

As one enters the lobby he is immediately impressed with the idea of comfort. The lobby is large and roomy and was designed to care for the comfort of six hundred guests. Four stairways lead up from the lobby, in addition to the elevators.

The dining room has been designed to care for the regular guests of the hotel as well as the hundreds who will dine there from the outside. Six hundred people may be seated at one time in this beautiful dining room, which is under the supervision of Mr. Jim Dolan, dining room superintendent.

The 160 commodious rooms of the St. Catherine, each one with connecting bath, are beautifully furnished and have every modern device and convenience, including telephones and hot and cold running filtered artesian water transported from the mainland. Every room is an outside room with a beautiful view.

*(Continued on Page 18)*





## HOTEL LEIGHTON

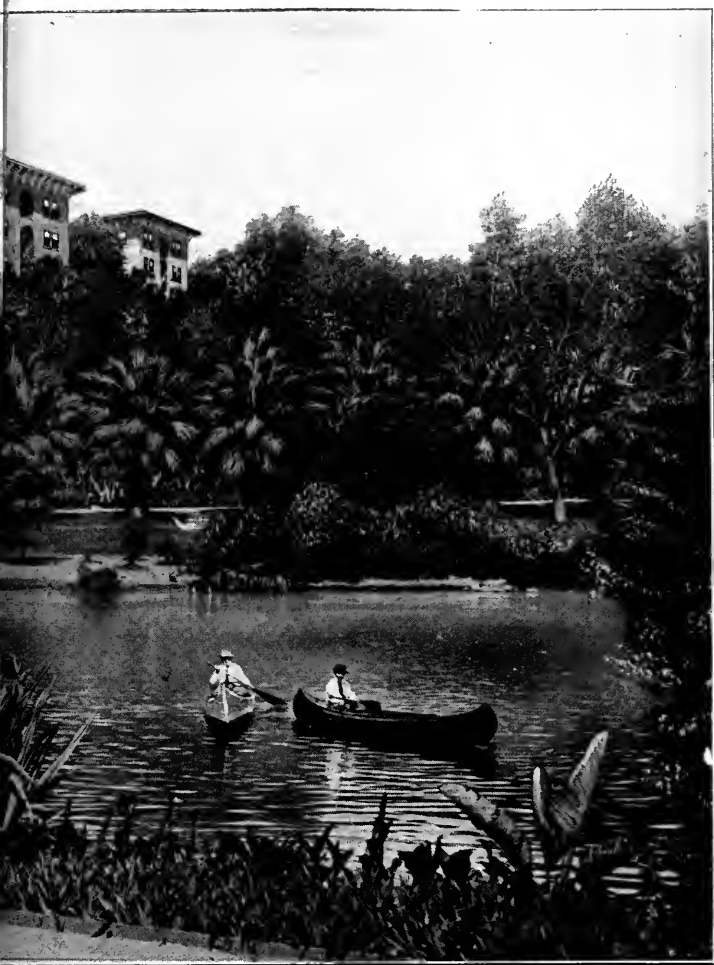
To be practically in the heart of the city, yet with surroundings as attractive as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground overlooking south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

There is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

*A. R. JAQUITH, Vice-President*





# LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephone and steam heat. Billiard room, barber shop, circulating library and elevator service in the building.

Large grounds with shade trees, swing seats, children's playground, club golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds. Leighton Garage, day and night service, immediately across the street.

Golf Course—Griffin Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

*General Manager, 2127 West Sixth Street*



*A Rear View of the Hotel St. Catherine.*

*(Continued from Page 15)*

The kitchen is probably the finest on the Pacific coast. It is light and airy and nothing has been overlooked in modern culinary equipment which makes for cleanliness and sanitation. This wonderful kitchen will be under the immediate supervision of Chef Taylor, for years with the Fred Harvey company.

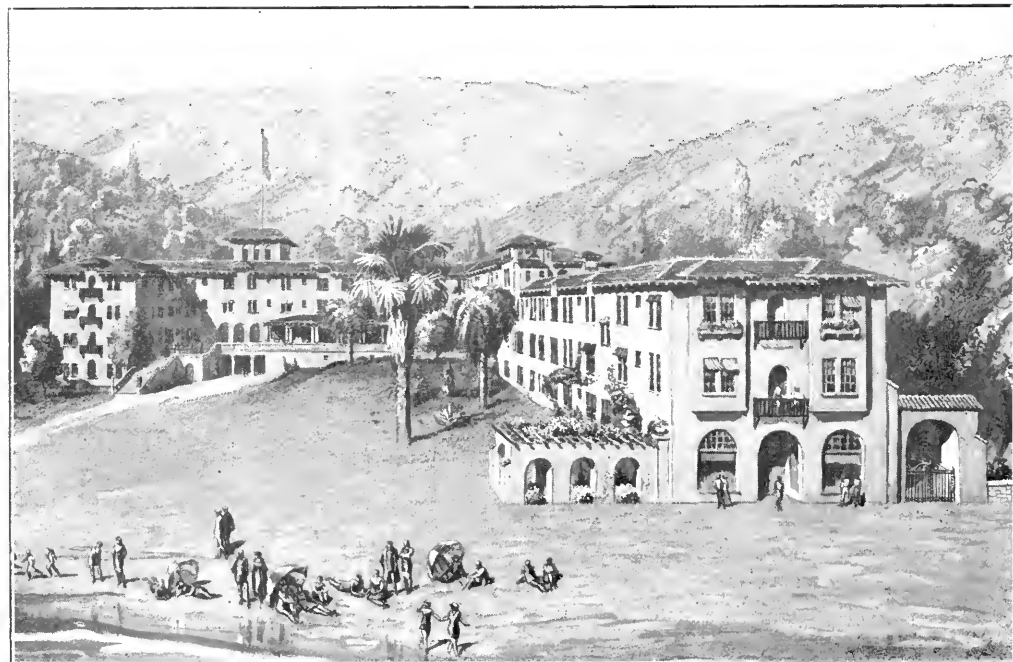
An immense roof garden, beautifully decorated and with a superb view, caps the St. Catherine. This roof garden will be the scene of many gay parties in years to come and will be a joy to all the guests. Refreshments will be served on the roof garden.

In the sub-lobby are located the grill-

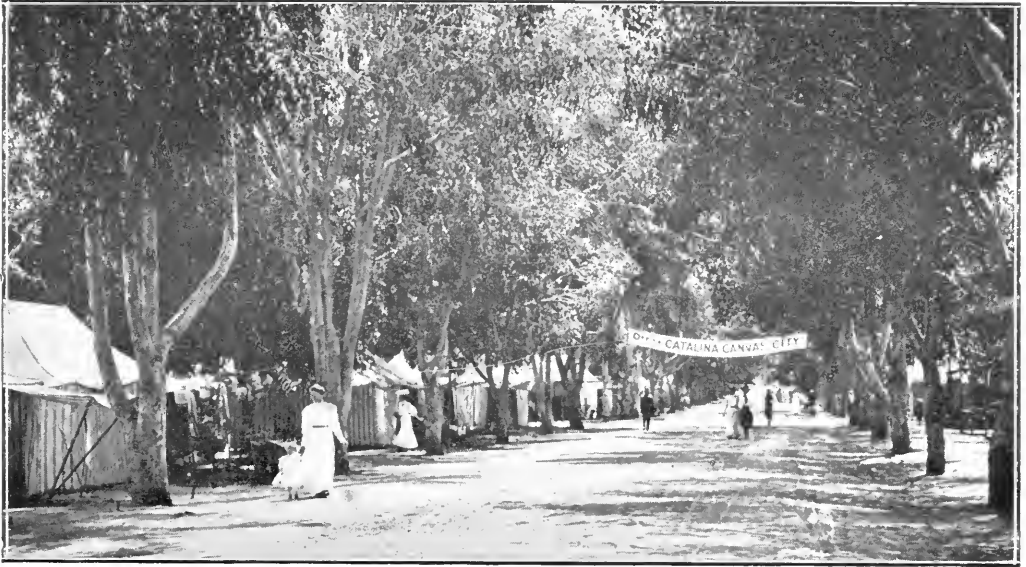
room, bar and barber shop. The St. Catherine, of course, has a liquor license as Avalon is a city of the sixth class.

The management of the St. Catherine is preparing to build a system of beautiful bungalows in the natural park grounds around the hotel and one could not imagine a more delightful location. Immense trees, many of which are peculiar to Catalina, grow in profusion and refreshments will be served under the trees and in many delightful nooks about the grounds.

While the St. Catherine is first-class, even de luxe, the rates will not be excessive either in the hotel or dining room. The policy will be to furnish the guest the very best, but at a charge within reason.



*Beautiful New Hotel St. Catherine in Descanso Canyon, Catalina.*



*Among the Eucalyptus Trees in Canvas City.*

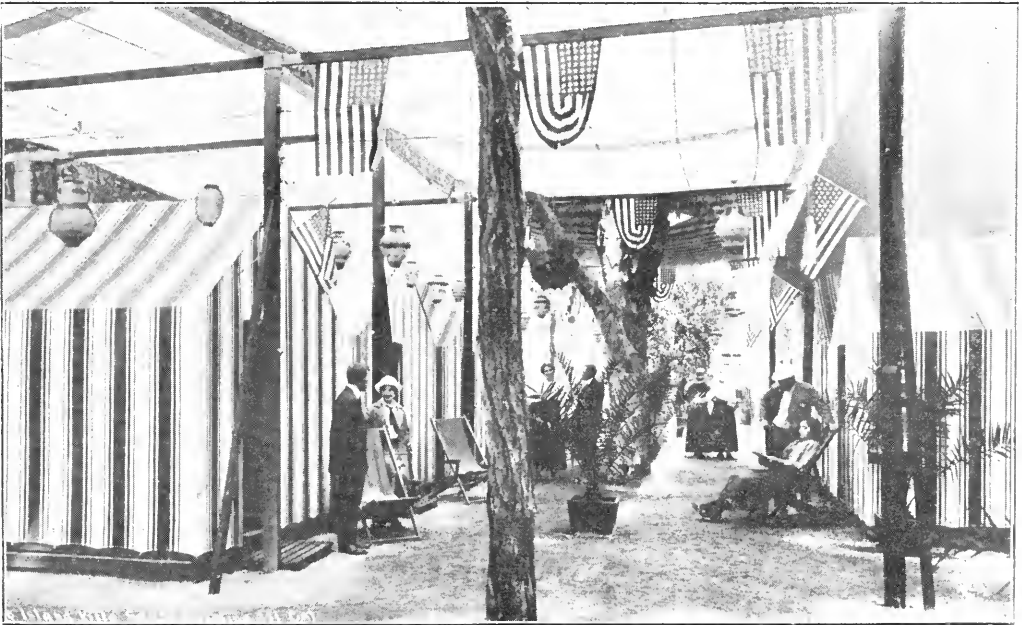
### OTHER HOTELS

There are other good hotels in Avalon where one may secure quarters at most any price desired. During our stay we inspected three excellent hotels, all scrupulously clean, many of the rooms with bath and all modern conveniences.

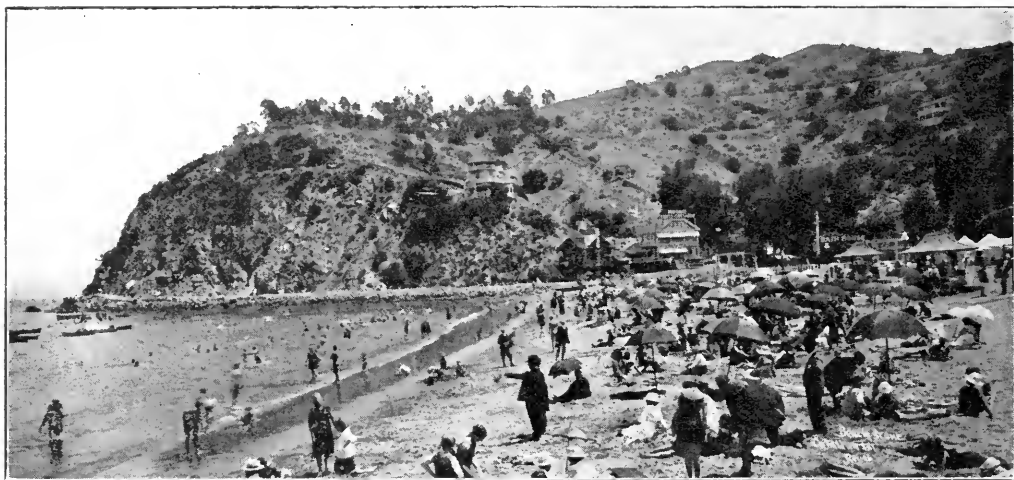
The Glenmore is a popular hotel of the family and tourist class. The Glenmore has just been remodeled and refurnished with furniture which would be a credit to many hotels of much higher price. The hotel is furnace heated and each room has

hot and cold filtered soft water. The rates at the Glenmore are from \$1.00 to \$2.00 per day. Rooms with porcelain bath may be had from \$1.50 to \$3.50 per day.

The New Hotel Catalina is another newly remodeled and refurnished hotel of good class and well located. This hotel is spotlessly clean, splendidly furnished and well conducted, many of the rooms overlooking the ocean. The rates at the New Catalina are reasonable and the management makes special weekly and monthly rates.



*Another View in Island Villa.*



*Enjoying the Excellent Bathing at Catalina.*

The New Hotel Central is under the same management as the New Hotel Catalina and is conducted along the same lines. Both hotels are located near the water front.

One may get any kind of accommodations desired in Catalina from the palatial St. Catherine Hotel to furnished rooms in the many small hotels. Or he may have his choice of tent life de luxe at the Island Villa or housekeeping tent-life at Canvas City. Catalina is well prepared for all, no matter what their means.

#### **RESTAURANTS AND CAFES**

Avalon is well equipped to take care of

the eating question. Numerous cafes and restaurants cater to the public at reasonable prices while the St. Catherine will take care of the more elaborate wants.

Boos Brothers, the originators of the cafeteria, have this season opened a large cafeteria at Avalon. Everything is new and first-class and the well known service of this firm will be greatly appreciated on the island. The prices charged will be the same as in Los Angeles.

Good markets, butcher shops and delicatessen shops provide for those who live at Canvas City or who have other light-housekeeping quarters.



*Lined Up at the Dock to Greet New Arrivals.*



*Fighting One of the Famous Game Fish in Catalina Waters*

## SPORTS AND AMUSEMENTS

No other resort in America or Europe either, for that matter, offers the great range of sports and amusements enjoyed at Catalina. Boating, bathing, fishing, golf, motoring, hiking, horseback riding, yachting, tennis, dancing and innumerable land and water trips, all contribute to the pleasure of the sojourner at Catalina.

### FISHING

Catalina is famed throughout the world as a fisherman's paradise. The world's greatest anglers come from the four corners of the earth to fight the game fish of Catalina. Owing to peculiar natural conditions the waters around Catalina Island are the home of such sporty fighters as the leaping tuna, king of all game fish, the swordfish, marlin\* swordfish, yellowtail, giant bass, white bass, albacore, bonito and dolphin.

Hardly a day passes without a catch of some of these big game fish. Nearly all world records are held at Catalina and the Tuna Club of Catalina numbers among its membership many of the famous anglers of the world.

Some of the records held at Catalina are as follows: Largest tuna, 197 pounds; largest tuna (light tackle class), 77¾ pounds; marlin swordfish, 340 pounds; largest swordfish, 463 pounds; largest giant bass, 493 pounds; largest yellowtail, 60½ pounds; largest white sea bass, 60 pounds; largest albacore, 66¼ pounds.

Beside the big game fishing, no waters

of the world afford better angling for the smaller fish than Catalina. The waters abound in all kinds of fish found in a semi-tropical climate and one may have his fill of fishing. All kinds of fishing accommodations are afforded and one may rent or buy any tackle desired, may hire any kind of boat wanted from a row-boat to a speedy launch, with expert fishermen to accompany it.

### BOATING AND YACHTING

Avalon is situated on the landside of Catalina and the waters are ideal for boating at all times. There are hundreds of boats available for hire, from row-boats to sea-going yachts. The harbor at Avalon is dotted with smart yachts, many of them from far distant ports, their owners coming to Catalina year after year.

### BATHING

The bay at Avalon is ideal for bathing. The waters are clean and clear, with white sand bottom. Catalina has a splendid bath house where all conveniences for the bather may be had, under sanitary conditions.

Avalon has a safe beach. There are no treacherous under-tows or tide-rips and the beach is an ideal place for the women and children. Every precaution has been made to look after the safety and well being of the bather at Catalina.

### GOLF

The golf course at Avalon is a sporty one, conveniently located and the privileges



are easily acquired. The invigorating climate adds a zest to golf at Catalina.

### HORSEBACK RIDING

Catalina provides some of the finest horseback riding to be found anywhere. There are innumerable scenic roads and trails about the island which have been made at large expense and with the idea always in view of reaching the points of scenic beauty.

The lover of horseflesh need not fear that he will be compelled to ride the usual old "pelters" provided at most resorts. At Catalina splendid, blooded mounts may be had at a most reasonable charge. Mr. J. Vogt, famous as a horseman and proprietor of the Los Angeles Riding Academy, maintains a splendid stable of mounts at Catalina. Grooms are provided and an excellent riding academy is at the disposal of the visitor to Catalina.

### HIKEING

The same splendid roads and trails into the mountains which make for enjoyable horseback riding, apply to hikeing. There are dozens of hikes, each with a special destination, which are a joy to the hiker.

### DANCING

The management at Catalina builded with the view of satisfying the desires of a pleasure-loving public. They were far-sighted enough to know that all the world loves to dance and built an immense dancing pavilion, than which there is none better on the Pacific coast. The music is pro-

vided by the famous Catalina Marine Band.

The dancer will be agreeably surprised to learn that no charge whatever is made in the dance pavilion. One may enjoy his fill of dancing with the best of music.

### DELIGHTFUL TRIPS

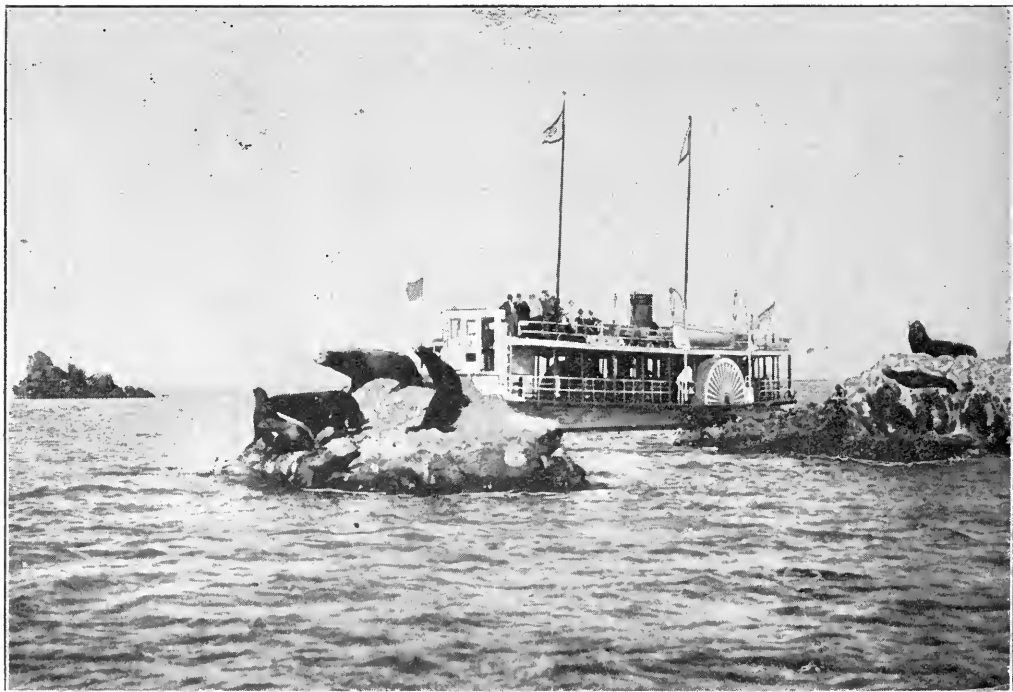
Perhaps the one factor which, more than any other, makes life enjoyable at Catalina is the large number of delightful trips and sight-seeing excursions, many of which have become known as among the most enjoyable in the world. We made many of these trips and excursions and a brief description of some of them may prove of interest to the prospective visitor.

### THE MARINE GARDENS

Naturally the famous marine garden trip was the first one we made. Its fame is so great that everyone instinctively plans to see the gardens first.

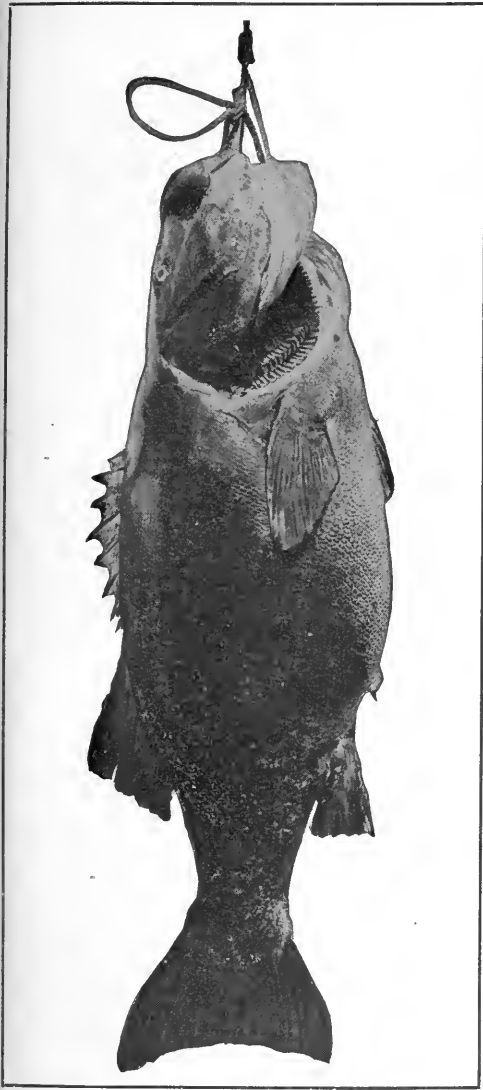
We left at 3:00 p. m. on the Empress, a large, safe and modern glass bottom power boat of the Meteor Boat Company, for the trip over the marine gardens to Seal Rocks. The Empress proved to be a revelation to us as she is the final culmination in glass bottom boat construction and, with her sister (or brother) ship, the Emperor, was specially built for Catalina waters, using every good feature of the older boats and eliminating the objectionable ones.

From the moment of starting, every instant is crowded with unbounded interest. We had a large party aboard and the chorus of "o-oh's" and "a-ah's" never ceased.



*Glass Bottom Power Boat at Seal Rocks, Catalina.*





493 Pounder—Catalina.

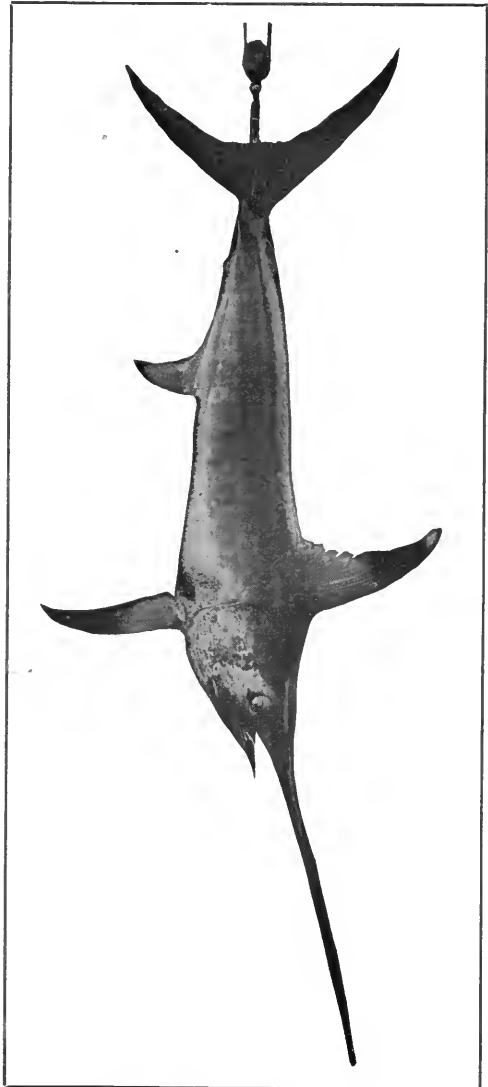
Within five minutes after leaving the wharf we were over the gardens and amidst the finest view of sub-marine splendor in the world.

First we passed over a forest of kelp, that strange sea growth which is being utilized to make potash and other ingredients for munitions making. The view to the bottom of the ocean was truly wonderful. One can see through the large glass bottom of the boat as clearly as one can see through the air.

Among the forests of kelp there swam lazily fish of every hue. Gold fish of the sea wandered aimlessly through gardens of blooming sea-heather and silvery hued beauties darted here and there through the kelp and sea-violets. Every revolution of

the wheel brought to view new and amazing wonders of the deep, all so beautiful that one could easily imagine that a few feet farther on one would see a school of real mermaids. They would, however, not enhance the beauties of the gardens as they are.

Every item of interest is carefully explained by a guide. Each specimen of fish and sea growth is called by name and its methods and mode of living is thoroughly explained. The variety of fish which make their home in the gardens is wonderful. Some of the varieties we saw on the Seal Rocks trip were Garibaldi or Golden Perch, Blue Perch, Green Perch, Convict Perch, Gray Perch, Silver Perch, Rock Bass, Opal Eyed Bass, Ratfish, Kelpfish, Candlefish,



460 Pound Swordfish—Catalina.



*Steamer Cabrillo Enroute to Catalina.*

Whitefish, the evil looking Sculpin, Ghostfish, Octopus or Devil Fish, Jellyfish, Sea Cucumber, Sea Hare, Sea Porcupine, Leopard Shark, Sheepshead, Moray Eel, Abalone, Crawfish, Sand Crab, Sea Anemone, Keyhole Limpet, Starfish, Pyramid Shell and Round and Tubular Barnacles.

We also saw an endless variety of sea vegetable life, among which were Ioline Kelp, Sea Grape Kelp, Giant Bulb Kelp, Ribbon Kelp, Rainbow Kelp, Red Alga, Lavendar Alga, Bridal Vail Moss, Ruby Moss, Feather Moss, Sponge Moss, Heather Moss, Coral Moss, Chiffon Fern, Fishbone Fern, Maiden-hair Fern, Sea Grass, Sea Lichen, Purple Fungus or Sea Violet.

This view of the marine gardens will never be forgotten, but the end of the gardens eventually came and we all moved up on to the upper deck to enjoy the remainder of the excursion. The boat ran close to the towering shore and many points of interest were pointed out.

At the end of a four-mile run we turned suddenly around to a point of land which proved to be the eastern extremity of the island, and came to Seal Rocks. Here we saw the large colony of seals which make this point their home. Every jutting rock was covered with seals of all sizes and dozens of seals were sleeping on the rocky beach. Some of them must have weighed a thousand pounds, while others were mere babies of few weeks of age. Our boat ran very close in and the view was excellent and certainly interesting.

The return journey was a repetition of the going journey, but we were soon back over the marine gardens viewing new wonders of the deep. This trip is worth a long journey to make and is one of the interesting sights of America.

### THE SEARCHLIGHT TRIP

That night we took a most unusual trip on the "Catalina Flyer." It was the noted "Search Light Trip" and is one of the most novel and interesting sights on the island.

In the afternoon we had gone down into the sea via the glass bottom boat and saw the sea denizens at home, but on the Search Light Trip we reversed the order and made the sea life

come to us above the water. We boarded the speedy "Catalina Flyer" at 9:00 o'clock that evening. She is one of the speediest boats in these waters, being able to do 20 knots with ease. Her powerful 120-horsepower, 6-cylinder motors not only made her fairly skim the water, but also furnish power to generate electricity for a very powerful searchlight which is mounted on the forward deck.

We started out for the eastern end of the island using the powerful searchlight to illuminate the harbor as we passed out. There was a rather choppy sea running, something unusual in Catalina waters, and many of the passengers were afraid of be-

ing sea-sick, but Capt. McAlfee assured us that the speed of the "Catalina Flyer" was so great that the sea would seem smooth as glass, and this proved correct.

Immediately on leaving the harbor the powerful searchlight was turned down onto the water or rather into the water and an amazing thing happened — literally thousands of flying fish popped and darted out of the ocean, flying in all directions. One could not imagine so many fish infesting any water. Capt. McAlfee apologized for the fact that there was not as many fish as usual owing to the rough sea, but if he can produce more fish in smooth weather one would have to take an umbrella for protection for, as it was, it seemed to rain flying fish. Several large fellows even flew aboard the boat in their wild fear of the searchlight.

Many other strange sights came to light under the powerful rays of light. We saw several immense sand sharks lazily wallowing along beneath the surface. These sharks are of the sandshark variety and perfectly harmless.

At intervals of a few minutes the light was switched from the water to the steep, bluff shores, revealing the wild animal and bird life of the island. Here would be a herd of wild goats, of which there are 15,000 on the island. In the daytime they stay inland, but at night they come to the seashore to feed. One flock was made up of several adult goats with their little kids by their side. A strange thing about them is the luminiferousness of their eyes. Even at our distance from them, every pair of goat's eyes appeared to be large balls of fire.

At the end of the island the light was played on the seal colony, revealing them even better than in the daylight. This trip is truly interesting and should be made by every visitor to the island even though he may have to stay over between boats to make it.

It was on the Searchlight Trip that we met Pard. Pard is one of the regular inhabitants of the island and is a dog with a penchant for boating and especially fond of the Searchlight trip. In former times he was always at the wharf when the boat



*The Catalina Waters Are Ideal For Sailing.*

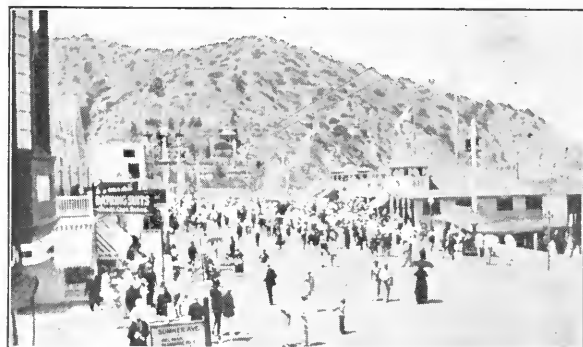
sailed and was allowed to sail without paying. But finally he overdid the thing and was barred from the trip. However he was always there at starting time and eventually observed that the payment of money was the open sesame to the trip. Then one evening he appeared with a small coin in his mouth which he gravely deposited with the gateman and marched sedately aboard. Many times since then has Pard appeared with a coin which he has begged from some native. When aboard he invariably waits until the boat is among the flying fish when he takes his station on the extreme tip of the prow, watching and waiting for the time when a fish will fly past



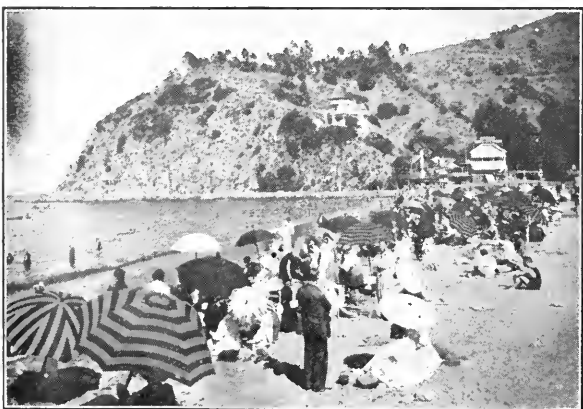
*Famous Catalina Marine Band.*



*Showing Beautiful Location of St. Catherine.*



*The Main Street of Avalon.*



*Enjoying Life on the Beach.*

within his reach. Many of you will think this narrative a mere yarn, but I assure you it is true, for I have seen it.

### THE MOONSTONE BEACH TRIP

This trip is made aboard the glass bottom power boats, Empress and Emperor, leaving Avalon at 9 in the morning. It is a marine garden trip as well as an excursion trip, as the boat passed over an immense marine garden to the west of Avalon. Many people think the garden to the west surpasses the one toward Seal Rock. However to me it is about the same. Here one sees the same wonderful sea-life described in the Seal Rock trip.

As we passed out to the harbor, rounding Sugar Loaf and passing the magnificent Hotel St. Catherine, we immediately were occupied with the marine gardens and many points of interest along the shore, finally arriving at Moonstone Beach, where all passengers went ashore to hunt for moonstones, which are plentiful. Here the water keeps washing up these pretty stones, constantly replenishing the supply and any one who looks may find them here in large quantities. This is an interesting trip.

### THE STAGE TRIP TO THE ISTHMUS

This is an inland trip by auto stage line over 24 miles of wonderfully built, scenic roads. The specially built cars leave Avalon about 9 a. m. Even before the limits of the town are reached the road begins to ascend, winding in and out among the mountains with each turn bringing some new and wonderful view—sometimes to sea and sometimes over canyon or mountain.

The first point reached is St. Catherine's point, which presents a glorious view to seaward. A little farther on comes Descanso Canyon with the magnificent Hotel St. Catherine and grounds at one's feet. It is from this canyon that the famous Catalina holly comes, with berries of vivid red and almost as large as a dime.

Next comes Farnsworth Loop, where the road makes a complete circle or loop within a few feet, and a mile further on is Inspiration Spring with its never ceasing flow of crystal spring water. There is a legend about Inspiration Spring which recites the fact that one who drinks the water is prone to deviate from the truth for some time to come, but as to this I cannot

vouch, for I did not drink of the water, so it will be unnecessary to accuse me of getting the narrative of "Pard" from Inspiration Spring.

From here on the road twists and turns past miles and miles of most interesting scenery. The isthmus is 24 miles distant from Avalon, and every mile of it is a pleasure. During the trip one passes Summit, Orizabo View, Greens Plateau, Cape Canyon, Middle Ranch, Eagles Nest, Frog Rock, Camp Torqua, Little Harbor, Government Quarry, Lion Head and many other interesting points.

It was on this trip that we verified the story told us by our friends from Australia. At Middle Ranch we saw many coveys of Catalina Quail and the females are crested like the males. I tried to prove it by actual photograph and succeeded in getting within 10 feet of a beautiful female bird and snapped her with a kodak, but the soil was the same color as the bird and she was too small to show.

#### ANOTHER TRIP TO THE ISTHMUS

This trip we made to the Isthmus by water, aboard the "Pal" operated by Capt. George Cornell. The "Pal" leaves at 10 a. m. daily and the trip to the isthmus, 20 miles away is a most delightful one.

The water on this trip is usually very smooth and sea sickness is practically unknown. Along this portion of the island coast is encountered the peculiar colorings in the water. For some unknown cause the water is streaked with many colors—first a deep marine blue, then will come a strip of much lighter blue, then green and gray. In fact, between Avalon and the Isthmus one may note almost every tone or shade of the greens, blues and grays.

On the trip to the isthmus one passes Sugar Loaf, Long Point, Camp Whittier, camping ground of the Whittier State School, White's landing, summer camp of the Y. M. C. A., Moonstone Beach, Empire Landing, Buttonshell Beach, Little Harbor and other points of interest.

Arriving at the isthmus passengers are served a fine lunch consisting of abalona, barbaqued fish, chowder, coffee, etc. The cost of this trip is but \$1.50 including lunch.

#### AROUND CATALINA BY BOAT

This is one of the big trips of the Island and may be made any day during the summer season by any one of several good boats. We made the trip on the speedy "Catalina Flyer" with Capt. McAfee and enjoyed one of the finest day's outing we had in our entire week of pleasure on the Island.



*Gaffing a Swordfish, Catalina.*

We left in the morning, passing dozens of interesting viewpoints, as the boat stays close to shore the entire trip. Space prohibits enumerating many of these interesting sights. However, Moonstone Beach, Little Harbor and the Isthmus are all interesting places and Catalina Harbor, where we stopped for luncheon is one of the prettiest little harbors imaginable.

In Catalina Harbor also is moored the old Chinese junk, Ning Po, a wonderful old pirate junk which has sailed the seas for 165 years. Passengers aboard the 'round the island boats are permitted to go aboard this old relic and it is quite a sight. The Ning Po was built entirely by hand without a single nail being used. The wonderful old timbers were hewn by hand and fastened together by hand carved wooden pegs. The old junk contains many interesting relics, torture rooms, weapons, etc.

At Catalina Harbor an excellent luncheon is served by the boat people, free of extra cost.

One of the sports on the trip is shooting flying fish on the wing with rifles and small gauge shot guns from the prow of the boat and it is a sport hard to beat.

From Catalina Harbor on around the island to Avalon is a fine trip and completes a wonderful day's outing.

Then it all ended—our week was up. Dozens of enjoyable trips were missed for lack of time. But to both of us, the memory of our week on the Isle of Enchantment will long linger.

However, as we watched Avalon fade into the distance that day, we both chuckled inwardly to ourselves, then laughed—for Manager George Daul had our reservations at the Island Villa for the entire month of August—a whole month of play on the "Isle of Enchantment."

# SANTA CATALINA ISLAND

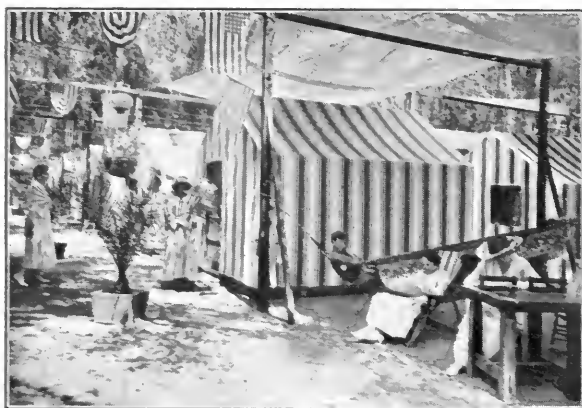
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Island Villa is lighted throughout by electricity. The cottages are cared for daily by maids.

### **Canvas City**

Hundreds of furnished tents of various sizes, located in a beautiful eucalyptus grove. May be rented with or without housekeeping equipment.

Patrons of Canvas City are afforded a maximum of pleasure and comfort at a very moderate expense.



For further information, folders, etc., and for RESERVATIONS in Hotel St. Catherine, Island Villa or Canvas City, write or telephone to or call on

## **Banning Company, Agents**

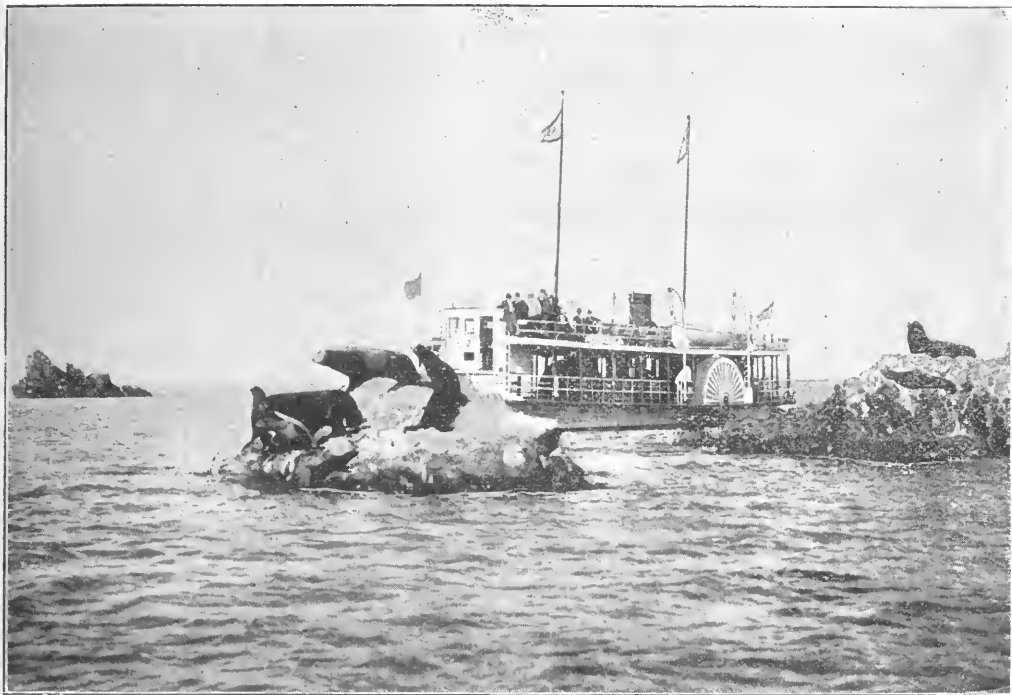
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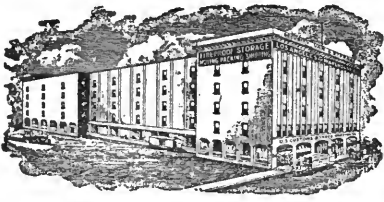
of the METEOR BOAT COMPANY. These boats are large, new, powerful and safe and have the power to take you where the best gardens are to be found.

They are a great improvement over the old-fashioned boats, as the glasses are much larger, showing more of the gardens. They are flat bottomed and go close to shore and to Seal Rocks and other points of interest.

The World's Champion Diver, with a record of  $3\frac{1}{2}$  minutes under water at a depth of 35 feet, will perform under the glasses of the Empress and Emperor, in full view of the passengers.

Regular trips to Moonstone Beach at 9:00 A. M., Seal Rocks about 3:00 P. M. A special trip over the Marine Gardens is run shortly after lunch for the benefit of those returning to the mainland the same day.

BE SURE AND VISIT CATALINA'S FAMOUS MARINE GARDENS. The sight of a lifetime. See the beautiful sea life as it really is. See the multi-colored fish in their own home. See the beautiful sea growths among the kelp, sea heather and sea violets. It's a sight of a lifetime and one many people travel thousands of miles to see. Don't fail to see the gardens at their best—on the large glass-bottom power boats, Empress and Emperor, of the Meteor Boat Company.



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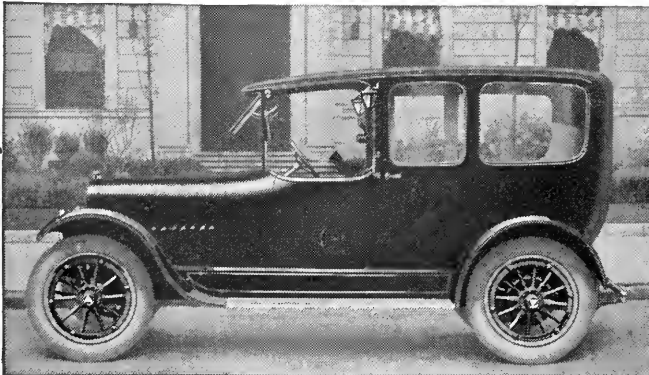
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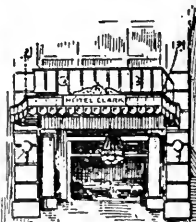
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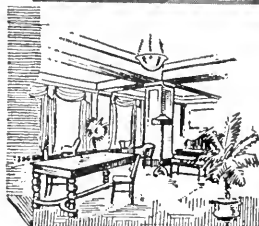
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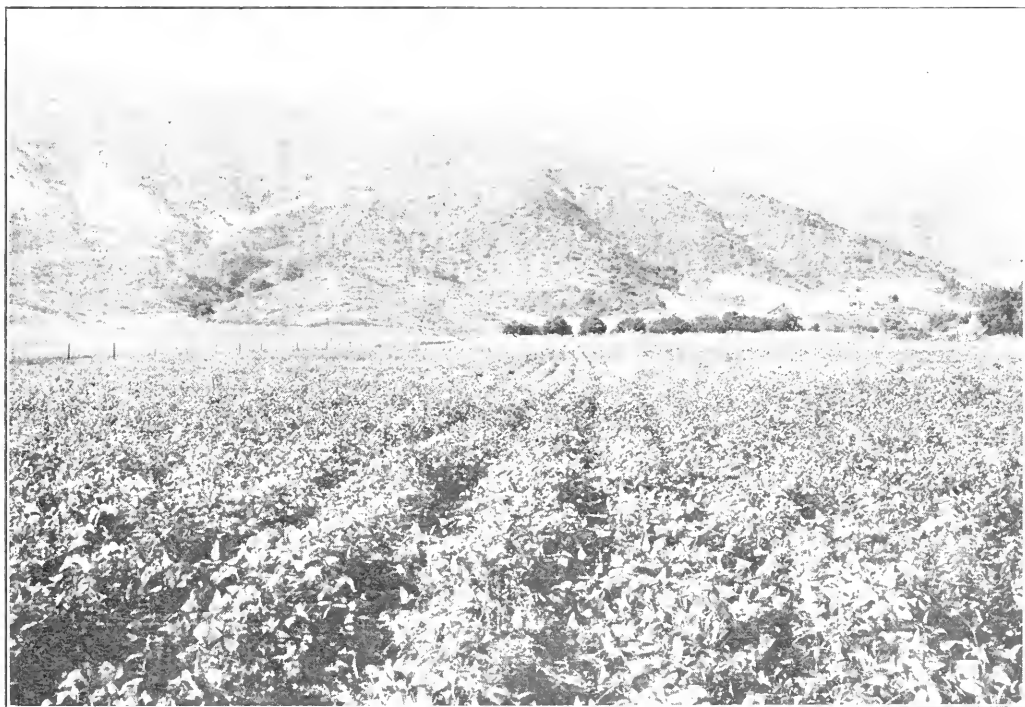


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JULY 1918



A SANTA BARBARA COUNTY BEAN FIELD



## SANTA BARBARA COUNTY

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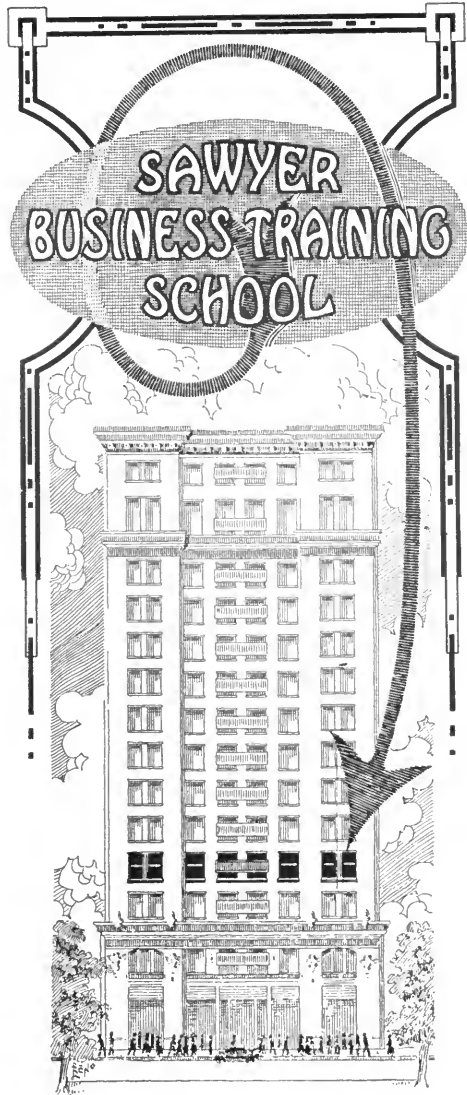
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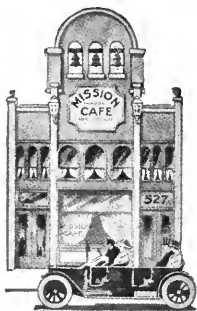
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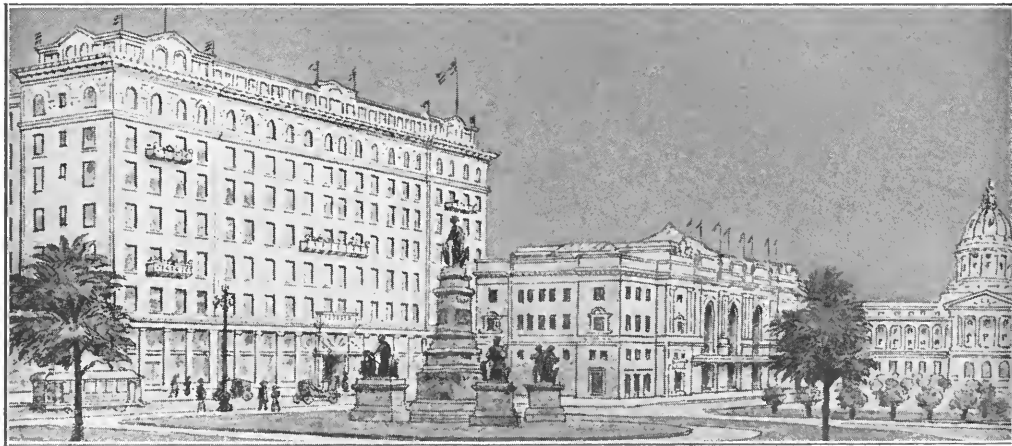
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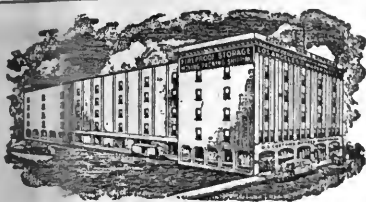
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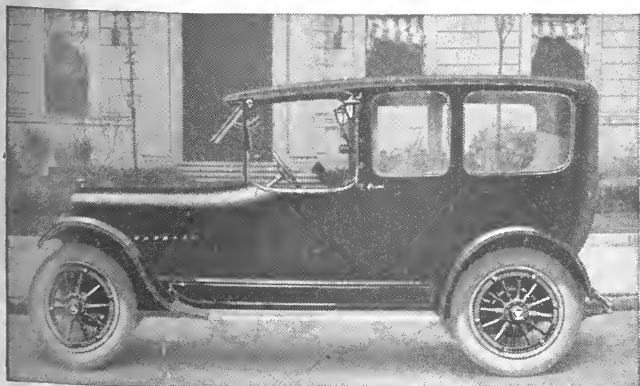
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EDITED BY DOUGLAS WHITE

# Santa Barbara County California

By EUGENE KELLOGG,

Horticultural Commissioner of Santa Barbara County

**S**ANTA BARBARA COUNTY, California, far-famed for the wonderful productivity of her soil, for her wealth of oil and minerals and for her climate which is excelled no where else in the world, has a land area of two thousand seven hundred and forty square miles.

Her population is estimated at 45,000, practically one-half of which, or about 21,000, are residents of the City of Santa Barbara, the County Seat.

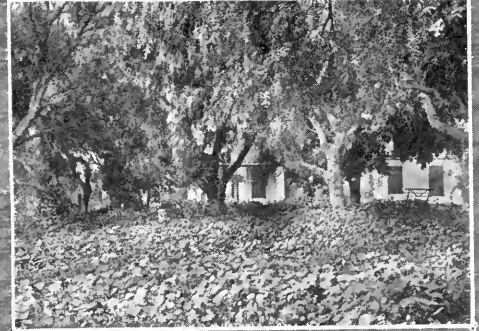
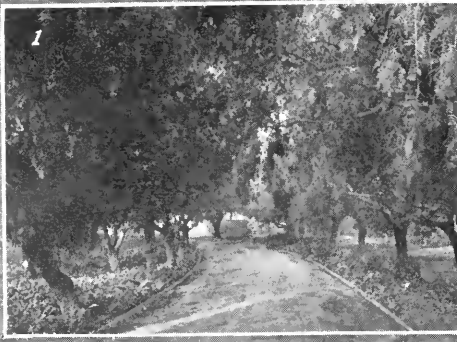
With an annual mean temperature of 60.2 degrees and an average rainfall of 20 inches, Santa Barbara County enjoys climatic conditions that are not equalled elsewhere.

Santa Barbara County is situated in the parallelogram formed in the break in the coastline made by Point Conception, the great continental headline. From this point the coastline extends for about fifty miles in each direction and it is generally considered that this point defines the boundary between southern and central California. North of this the conditions are quite different as regards climate than are the conditions to the south. The coast range of mountains, running east and west, divides the county into five natural divisions.

The largest of these divisions is the Santa Maria Valley, occupying about 160,000 acres. South of the Santa Maria Val-



*Santa Barbara County Is the Natural Home of the Dairy Industry*



#### SANTA BARBARA COUNTY

(1) Road to a Ranch Home. (2) Irrigating Sugar Beets. (3) A Santa Barbara County Dairy Ranch. (4) Nasturtiums in the Yard of a Ranch Home

ley and parallel to it is the Los Alamos Valley; this valley is considerably smaller than the Santa Maria and the climate is somewhat hotter and drier.

The Lompoc Valley extends along the Santa Ynez River from the Ocean eastward and lies parallel to the Los Alamos. While not as wide as the Santa Maria Valley its length is greater.

The Santa Barbara Valley, varying in width from one-half to four miles and extending from Point Conception to the Ventura County line, is a coastal plain traversed by many mountain streams.

The Cuyama Valley lies in the extreme northern and eastern part of the county and is drained by the headwaters of the Santa Maria River. There are about 30,000 acres of deep rich alluvial land in this valley where irrigation water can be had in abundance. Practically no leveling would be required.

The Santa Barbara Islands, which lie off the coast about 30 miles southward, are devoted principally to the production of sheep and cattle. They are particularly valuable in that they shelter the mainland from cold and storms, and make the waters of the Channel quiet and calm.

The principal crops grown in Santa Barbara County are beans, beets, potatoes, grain, alfalfa, mustard, walnuts, lemons, olives, and semi-tropical fruits.

The principal industries are stock rais-

ing, dairying, oil refining, potash production, and fisheries.

#### Beans

In 1917 there were produced in Santa Barbara County approximately seven hundred and fifty thousand sacks of beans. The lima bean, grown in the Carpinteria and Goleta valleys, and the blue pod, grown in the Lompoc and the Santa Maria valley, predominate. Pink and Lady Washington beans are also grown extensively.

There are two factors which unite to make this enormous production possible: First, the valley soils in this county are light, deep and friable. Their lightness and depth are due to the fact that they are laid down by the mountain streams which in winter carry a large amount of silt. The great fertility is in part due to the great proportion of limestone found in the formation of the hills and mountains. The cool summer climate, due to the high fogs at night, and the light west winds at day, constitutes the other factor. Yields of 30 sacks are common; sacks weigh from 80 to 100 pounds. Bean land can be purchased at from \$100 to \$700 per acre.

#### Sugar Beets

The sugar beet industry is confined in this county to the Lompoc, Los Alamos, and Santa Maria valleys. The Union Sugar Company maintains a large factory at





#### SANTA BARBARA COUNTY

(1) *Santa Barbara Abounds in Beauty Spots.* (2) *Along the State Highway.* (3) *Miles and Miles of Roads Like This.* (4) *A Picturesque Spot*

Betteravia, where upwards of 100,000 tons of beets are made into sugar annually.

The soil in these sections is light and fertile and combined with abundance of irrigation water, sugar beets of a high sugar content and purity tests are grown. Yields of 35 tons to the acre are common. This crop is particularly valuable as a rotation crop where beans are grown.

#### Potatoes

Potatoes are grown principally in the Lompoc and Santa Maria valleys. The section around Guadalupe is famous for potatoes of great smoothness and high quality. Approximately 125,000 sacks of potatoes were grown in this county during the past season. Yields vary from 100 to 300 sacks per acre.

#### Alfalfa

The alfalfa grown in this County is all consumed locally. There are perhaps 4,000 acres devoted to this crop, and it serves to supplement large tracts of range land in feeding cattle in winter. Irrigation is applied mostly by the use of galvanized pipes.

#### Barley

Barley is the principal grain grown in this County. This is grown principally upon the hill-lands. It is generally sown in the winter and a large portion of it is cut in the early spring and is stacked and

baled and out of the way before other crops come on. This is also a valuable supplement for cattle on range land.

#### Mustard

Practically all the mustard grown commercially in the United States is grown in the Lompoc Valley. The yield being 18,000 cents in 1917. This crop is adapted to the rich bottom lands as well as the lighter hillsides. Yields of from one to one and one-half tons are often noted. Fifteen cents is a good price.

#### Olives

Olives have been grown in Santa Barbara County since the time of the Spanish conquest, being planted extensively by the early Mission Fathers. Some of these old trees are still standing and bearing crops of fine fruit. The higher land in the southern part of the County and near the ocean in the northern part, is admirably adapted to the growth of olives.

#### Walnuts

The walnut industry of California had its start in Santa Barbara County, the first planting being made in the Goleta and Carpinteria valleys. The type of walnut developed here was called the Santa Barbara Soft Shell and this later found its way southward to the rest of the walnut acreage of the State.

There are at present about 6,000 acres



#### SANTA BARBARA COUNTY

(1) Picturesque Bit of Shore. (2) A Beautiful Wooded Drive. (3) Pretty Brooks Abound in the Canyons. (4) Another View of the Beach

of walnuts in this County, planted mostly in the Goleta and Carpinteria valleys. Many of these orchards are the original trees first planted in orchard form in California. The production for 1917 was approximately 2,200 tons.

The price paid for walnuts averages between 15c and 20c per pound. Groves with good care should yield one ton to the acre.

#### Lemons

Due to the southerly exposure, the proximity to the sea, and the even temperature, the growing of lemons is most profitable and is becoming one of the most important of the industries in the southern portion of the county. Both the deep, fertile land of the valleys and the lighter soil of the hillsides are adapted to the growing of this fruit. Returns of 1,000 boxes to the acre are often reported, and prices range from \$3 to \$7 a box.

No protection is required from frost; irrigation water can be had through gravity systems from the numerous canyons or from artesian wells which may be had at almost any place and many of which flow continually. There are two large packing houses, one operating in Carpinteria and the other at Santa Barbara, for the handling of the crops. Excellent lemon land can be had for \$500 per acre.

#### Semi-Tropical Fruits

Owing to the fact that there are sites

near Santa Barbara which are free from frost, many semi-tropical fruits have been introduced and grow and fruit luxuriantly. There are many different varieties fruiting at different seasons of the year which do well in this vicinity.

The cheryamoya or custard apple is another fruit of the tropics which flourishes. With an ever-increasing demand for these delicious fruits it will be but a short time until they will find their way to all the markets of the country.

#### Stock Raising

A considerable portion of Santa Barbara County is made up of rolling hills wooded with oak timber. This land is ideal for grazing purposes and furnishes feed for thousands of cattle, horses and hogs. The latter feed extensively on the acorns. Bur-clover, alfileria, and wild oats are the natural forest crops. Most ranges are supplemented by growing alfalfa and corn which is made into silage. Beanstraw, oats, and barley hay are also valuable supplements which are extensively used.

The cattlemen of the county maintain a Cattlemen's Association, for the advancement and interest of their members. Matters of feed, transportation, marketing, etc., are considered by this organization.

#### Dairying

Dairying is carried on throughout the county; in most cases being part of the



#### SANTA BARBARA COUNTY

*Preparing the Land for Beans, Santa Barbara County's Ten Million Dollar Crop. This Soil Is a Very Rich Sandy Loam*

general stock raising. Due to this fact the breed of cattle is almost entirely made up of milking strain of Short Horns and Durhams. Generally these dairies milk the cows in the spring when there is an abundance of feed and turn them loose on the range during the summer. Near the larger towns, dairying is carried on as a specialized industry. Good herds of Holsteins, Jerseys, and Guernseys are to be found.

Creameries are to be found in Santa Maria, Solvang, and Santa Barbara. The district around Solvang being admirably adapted to the growing of alfalfa and corn, is a particularly promising field for this industry.

#### Petroleum

The petroleum oil fields in this county are very rich and are located in Summerland in the southern portion and around Santa Maria in the northern. The latter fields maintain refining plants where large numbers of men are employed. Natural gas is also found in these oil fields and is condensed to make gasoline.

#### Potash

The potash industry is being developed along the coast from Point Conception southward. Due to the influence of the Islands off the Coast, the water is very quiet, and large beds of giant seaweed or kelp are found a short distance from the

shore. This kelp is cut beneath the surface by large harvesters, taken ashore, dried and burned. The residue or ash is found to contain a high percentage of potash and other minerals.

#### Fisheries

Santa Barbara Channel is also noted for the many kinds and abundance of fish. Many species are peculiar to this Channel and are to be found nowhere else in such great abundance. Many persons find a source of livelihood in the fisheries which are established along the entire coastline.

#### Apiculture

The rougher lands of the county are covered with a growth of white sage, the blossom of which yields honey of the highest quality and lightest color. Many persons have taken advantage of this fact and there are thousands of stands of bees maintained in the County.

#### Castor Oil

A new industry has been developed in this county due to the demand of the Government for a lubricating oil for high speed motors. This is the castor oil industry. It has long been known that castor beans will grow luxuriantly and produce heavy crops of seeds in this County. This year several hundred acres have been planted to this crop and they promise to yield large returns.

# LOMPOC

**L**OMPOC VALLEY lies in the northern part of Santa Barbara County near the northern-most limits of the section designated as "Southern California." Consequently, this wonderfully fertile and productive valley possesses, in a large measure, all the best points of both the northern and southern sections of the great State of California.

Lompoc is situated 60 miles north of Santa Barbara, the County Seat. It is 160 miles north of Los Angeles, and 330 miles south of San Francisco and is connected with all three cities, as well as the rest of the world, by the main Coast Line of the Southern Pacific Railway to Lompoc Junction, thence by branch line 10 miles to Lompoc.

The State Highway is reached at its nearest point at Harris Station, 12 miles from Lompoc, but a proposition is now well under way for the building of a paved highway from Lompoc Junction on through the City of Lompoc to connect with the State Highway at Buell's Flat.

## The City of Lompoc

The City of Lompoc is situated nine miles

from the sea, on a slight elevation. It is an incorporated city of the sixth class and has a population in excess of 2,000.

Lompoc has a fine gravity water system, owned by the city and with an ample capacity for all future needs. A first-class sewer system was built in 1917. An efficient fire department is maintained and the city possesses well graded and graveled streets.

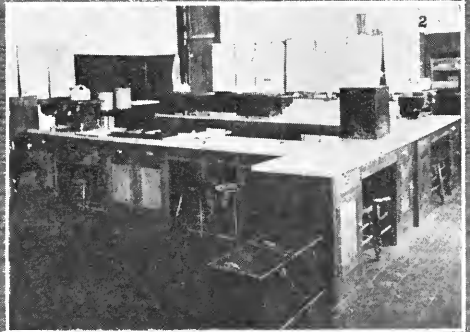
There are two strong and flourishing banks with combined resources of over two and a half million dollars.

All lines of business are represented and the stores of Lompoc carry unusually large and complete stocks of merchandise for a town of this size. There are two good weekly newspapers, the "Record" and the "Journal."

Many of the fraternal orders are represented in Lompoc with flourishing lodges and two, the Odd Fellows and Foresters, own their own buildings.

## Schools

Lompoc Valley enjoys and maintains the very best of schools. An excellent grammar school, an illustration of which accompanies this article, employs thirteen instructors



## LOMPOC, CALIFORNIA

(1) Hauling Lime Rock from Quarries. (2) Domestic Science, High School. (3) Platoon of Twenty-eighth California Home Guards. (4) Beautiful Lompoc Valley



#### LOMPOC, CALIFORNIA

(1) Threshing a Part of Lompoc Valley's \$3,500,000 Bean Crop. (2) One Unit of Lompoc Valley's Splendid School System—Grammar School, Lompoc

and has an attendance of 350 pupils. This school is located in the town proper while in the adjacent territory of the valley there are twelve grammar schools. The valley has an excellent Union High School, which is accredited at the State University.

#### Churches, Clubs, Etc.

The city is blessed with many churches, all of which are well attended and have large memberships. There are several clubs and social organizations of real worth to the community.

As a patriotic community Lompoc takes high rank. The city has a service flag with over 125 stars representing the men who have gone "over there" and Lompoc citizens are most active in all war and Red Cross work. Lompoc has its own Red Cross Chapter, which is a flourishing organization of over 1,000 members.

The 28th Company, California Home Guards, of Lompoc is well organized and earnest and efficient. The company has a good membership and the men are well uniformed and equipped with rifles, etc.

#### Sports and Amusements

The Santa Ynez river flows through the Lompoc Valley and has its outlet to the sea at Lompoc Junction. This river and its numerous tributaries abound in trout and one who cares to fish may enjoy the sport to the fullest extent in these streams.

The ocean at Lompoc Junction is but nine

miles west of the city and one may enjoy surf fishing and bathing there at all seasons of the year.

Small game, such as valley quail, rabbits, ducks and doves, are quite abundant and the sportsmen have great hunting in season.

#### Parks

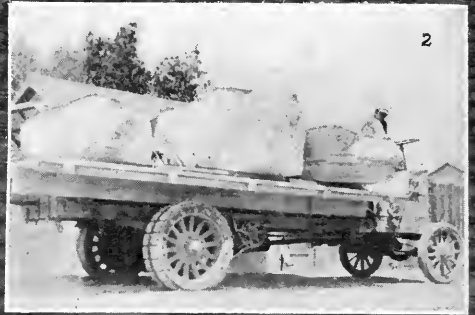
Lompoc is particularly fortunate in having several fine parks. Ryan Park, in the City of Lompoc, a tract of twenty acres, was given to the people a few years ago and is now being improved. Miguelito Park is a pretty four-mile drive from the city and is one of the most beautiful parks to be found anywhere. Santa Rosa Park is about eight miles east of Lompoc and is a secluded nook of fifteen acres covered with majestic oaks. Lompoc Ocean Park comprises a tract of thirty acres near Lompoc Junction and thousands of campers and fishermen go there annually.

#### The Old Missions

Lompoc has two old Missions, the Lompoc Mission and La Purisima Mission. Although these magnificent old temples which were erected by the Padres have now fallen to decay, that which remains is of great interest.

In 1914 the people of Lompoc erected a giant cross on a hill overlooking the spot marking the Padres early efforts, and also overlooking the city and valley. Every night this cross is illuminated.





#### LOMPOC, CALIFORNIA

(1) Lompoc Business Block. (2) Hauling Blocks of Diatomaceous Earth. (3) Threshing Mustard. Lompoc Valley Raises 90 Per Cent of the Nation's Supply

#### Climate

The climate of Lompoc is very even—hot and cold spells being unknown. The difference between the mean temperature for January and July is but 12 degrees. It can be safely stated that there is no place in the great State of California where the climate has such an invigorating and strengthening effect and where one can enjoy every day in the year to a greater degree than in Lompoc. It is just cool enough to put that vim into a man which makes him want to get out and “do something.”

#### Crops and Industries

Probably no community of this size in the nation has a better claim of value to the nation than has Lompoc Valley. A brief resume of her crop production and industries will establish this claim.

#### Beans Pre-eminent

The bean is the most important crop grown in the valley. While more than seventy-five varieties of beans can be and are grown, the most important variety is the “Blue Pod,” a small white bean resembling the “Lady Washington.”

The “Blue Pod” is a Lompoc product, the variety having been originated in Lompoc and was perfected by a local farmer.

In point of acreage sown, the pink bean is next in importance and then comes many

varieties of seed beans which are grown here for wholesale seed dealers.

The Lompoc Valley bean crop in 1917 amounted to 230,000 bags of 100 pounds each and were worth \$3,500,000. Lompoc Valley produces from 2,000 to 3,500 pounds of beans per acre. These yields bring the grower a return of (1917 market) from \$250 to \$400 per acre.

#### Mustard Seed

Mustard seed is grown in merchantable quantities nowhere else in the United States. The Lompoc Valley crop for 1917 was 18,000 centals. Most of this crop sold for 15 cents per pound or a total of \$270,000. Some sold as high as 17½ cents per pound.

The average yield of mustard seed per acre is from 1,500 to 2,000 pounds though in some years the growers get as high as 3,000 pounds per acre. The cultivation is easy and inexpensive.

Lompoc Valley has been awarded the highest medals at every exposition where its mustard has been exhibited.

#### Home of Sweet Peas

A visit to the great flower fields of the Lompoc Valley, when they are in full bloom in June or July, is a never-to-be-forgotten experience. Hundreds of acres of the most gorgeous blossoms greet the eye with a riot of colors.

The flower-seed industry has grown to big proportions in the valley. Burpee's





#### AMONG THE FAMOUS LOMPOC VALLEY SEED FARMS

- (1) A Field of Verbenas, Larkspur, Sweet Alyseum, Etc. (2) Hot House Begonias.  
 (3) The Newest Creation in Winter Flowering Sweet Peas. (4) Many Kinds of Annuals

Floradale Seed Farm is located here and all the sweet pea seed and many other varieties of flower and vegetable seed are grown for the big Philadelphia concern.

Ant. C. Zvolanek, the sweet pea specialist and the originator of the Winter Flowering Orchid Sweet Pea, also has his headquarters in Lompoc.

Many choice varieties of the New Early or Winter Flowering Spencer Sweet Peas have been developed here during the past four years.

In addition to sweet peas, many varieties of vegetable seed are grown.

Roses grown in Lompoc are of exceptional quality.

#### Potatoes

Potatoes have proven a very productive and profitable crop and Lompoc Burbanks are known all along the coast as being a superior variety of potatoes. The average yield is from 100 to 300 sacks per acre.

#### Onions

The soil of the valley in many portions is admirably adapted to onions. Six hundred and fifty dollars' worth have been produced from an acre, growing them on an extensive scale. The average yield is from 100 to 300 cents per acre.

#### Sugar Beets

Sugar beets grown in Lompoc Valley yield a very high percentage of sugar and

are a profitable crop. Hundreds of acres are planted to this crop annually, the beets being shipped to the refinery at Betteravia.

#### Hay and Grain

Hay and grain on the uplands are profitable crops. Some alfalfa is grown, though not extensively as the level land is more valuable for other crops.

#### Fruits

Cherries, pears, apricots, peaches, berries and other deciduous fruits do well in Lompoc Valley and the minor valleys and mesas tributary. Almost every farm has a small orchard to supply the home. Lompoc apples are famous and have won medals at two national expositions—New Orleans and Chicago.

#### English Walnuts

While there are only a few small orchards of English walnuts in the valley, yet it has been demonstrated beyond a doubt that this place is well adapted to the cultivation of this wonderfully prolific crop.

#### Apiculture

Bee keeping is a profitable industry in Lompoc as is attested by the fact that one apiarist has just sold part of his 1918 crop for over \$17,000. Bees are able to gather some honey and pollen every month of the year, the bees wintering outside and do not have to be fed.



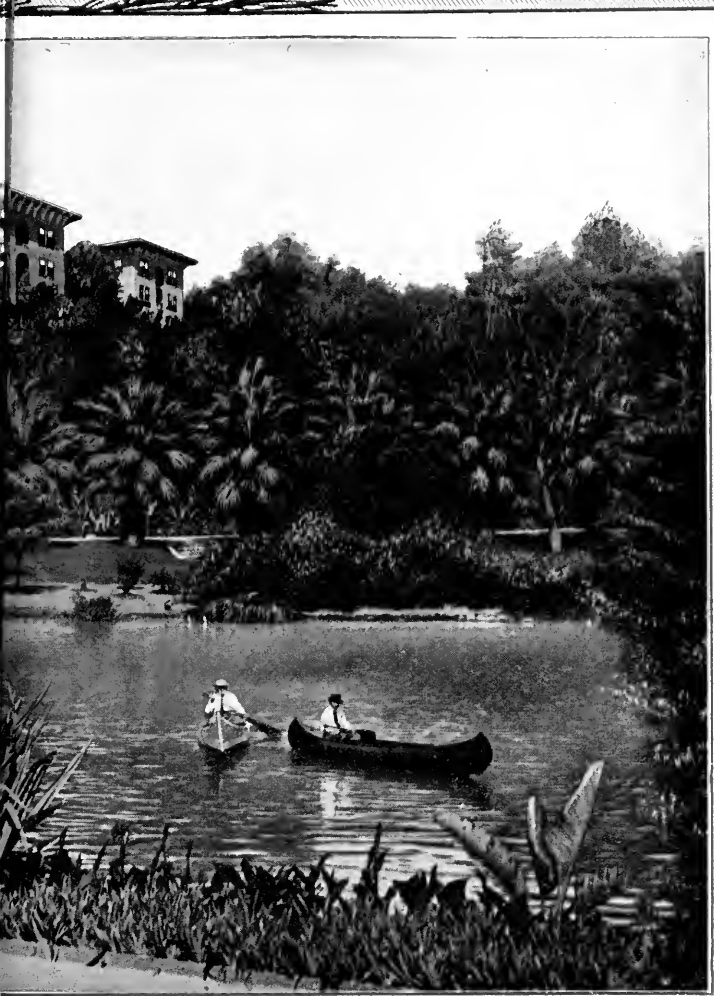
## HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as alluring as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

**A. R. JAQUITH, Vice-President**



# LOS ANGELES

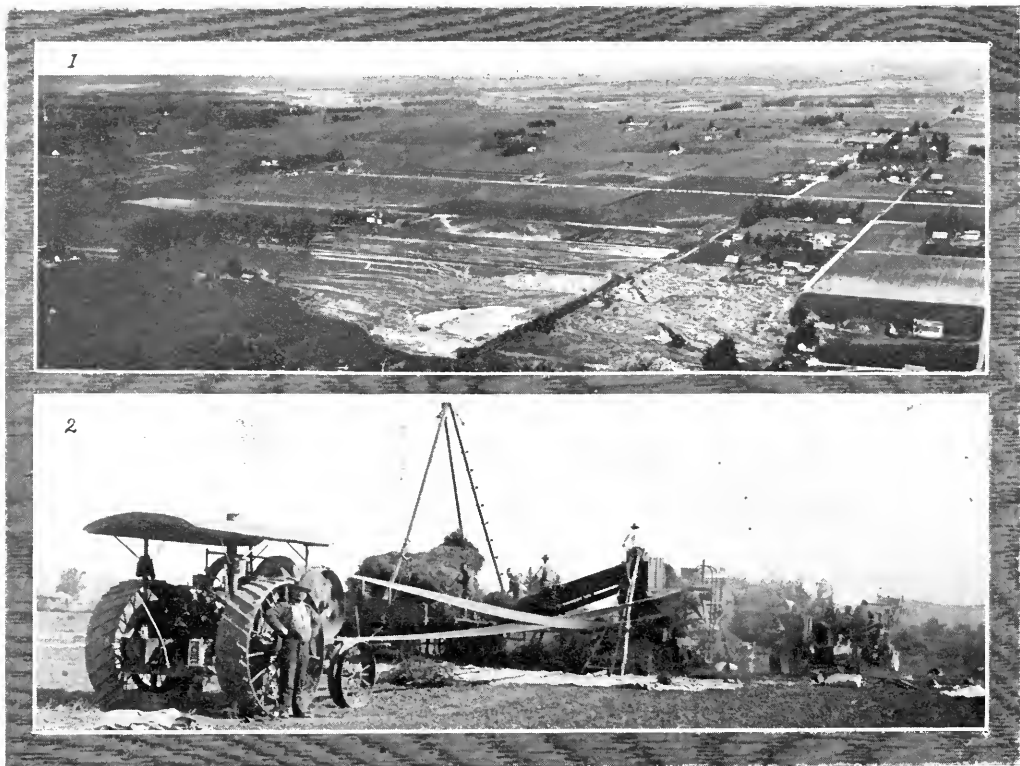
Each room has direct outside exposure, hot and cold water, telephone and steam heat. Billiard room, barber shop, circulating library and elevator service in the building.

Large grounds with shade trees, swing seats, children's playground, clock golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds, Leighton Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

Hotel Manager, 2127 West Sixth Street



#### LOMPOC VALLEY, CALIFORNIA

(1) *Vista of the Beautiful Lompoc Valley, Showing Deposits of Diatomaceous Earth in Foreground.* (2) *Threshing Beans in the Lompoc Valley*

#### Poultry

The climate of Lompoc is very favorable for poultry raising and the industry is quite successful. The City of Santa Barbara furnishes a market for many thousands of dollars of poultry and eggs each year.

#### Dairying

A large area is devoted to dairying in Lompoc Valley, the natural grasses of the hill sections being utilized. Long growing seasons for grass and feed and mild climate which renders the housing of stock unnecessary, make for a big profit in this industry.

#### Stock Raising

From the date of the establishment of the Franciscan Missions in California, this section of the state has been famous for the quantity and quality of its live stock. The cattle are grown on the open range and mature early. Horses, hogs and other live stock are raised in great numbers.

#### Wealth of Minerals

One of the factors that is daily increasing the population of the City of Lompoc, and may double or treble its population in the near future, is the mining and oil industries here.

This section is very rich in mineral products. First in importance is the great deposit of diatomaceous earth—a substance

similar in appearance to asbestos. One company here is now employing about 500 men in mining and preparing this commodity for shipment and thousands of carloads are shipped from here annually. This industry is only just getting under way.

A very fine lime rock is quarried in Miguelito Canyon, six miles from the city, and thousands of tons are brought to the local railroad station annually and shipped to the sugar factories where it is used for refining sugar.

Oil was discovered in Lompoc in 1901 but only enough development has been done to prove that this is a good field. One of the wells, just six miles from town, is one of the most famous in the state. It has been flowing from 500 to 600 barrels of high grade oil for the past seventeen years.

#### Land Values

The foregoing is but a brief synopsis of the leading industries of Lompoc. Much more could be added had we the space.

Lompoc is a land of flowers, rich soil and marvelous possibilities. It is a growing community and a good one to locate in. The city is growing and new houses are filled as fast as they are built.

Lompoc has a live Chamber of Commerce with live men back of it and any further information desired on the great Lompoc Valley may be had free of charge by addressing the secretary of the Chamber of Commerce.



# SANTA MARIA

**T**HE Santa Maria Valley occupies the north and western portion of the County of Santa Barbara, California. Extending from the Pacific ocean, on the west, eastward for a distance of thirty-five miles to the Sisquoc range; bounded on the north by the County line between San Luis Obispo County and Santa Barbara County and on the south, by a low range of hills which separate the Los Alamos Valley from the Santa Maria Valley. The width of the Santa Maria Valley is practically ten miles. The Valley proper and its tributaries contain 160,000 acres—80 per cent under cultivation.

Sandy loam is the predominate type of soil in the Santa Maria Valley, soil varying slightly according to its location, soil with the greater crop ability lying in the western portion of this Valley.

## Average Price of Land

Low rolling hill land \$100.00 to \$200.00 per acre. Land in the level portion of the valley—\$200.00 to \$500.00 per acre and up.

From the City of Santa Maria eastward to Fugler's Point the land is a light sandy loam, fine for beans, and which is almost

entirely given over to bean growing. Land in this section has sold at from \$250.00 to \$350.00 per acre. From Santa Maria to the west the land is of a heavier sandy loam and this land is considered worth from \$400.00 to \$750.00 per acre, and will pay good interest on the investment at this price. Very little land is for sale anywhere in the Valley.

## Farm Products

	Season of 1917	Value
Beans .....	400,000 sacks	\$4,250,000.00
Sugar Beets.....	100,000 tons	750,000.00
Sugar .....	300,000 sacks	2,000,000.00
Barley .....	200,000 sacks	400,000.00
Oats .....	50,000 sacks	100,000.00
Hay .....	2,500 tons	50,000.00
Alfalfa .....	2,000 tons	40,000.00
Potatoes, onions, etc.....		100,000.00
Flower seeds .....		75,000.00
Fruits .....		10,000.00
Vegetables .....		10,000.00

## Irrigation

Until recently, except in sugar beet growing, irrigation had been comparatively little developed in the Valley, due to the fact



SANTA MARIA, CALIFORNIA

(1) A View of a Part of the Business District of Santa Maria. Santa Maria Is Growing Fast. (2) A Residence Street in Santa Maria—Streets One Hundred Feet Wide



#### SANTA MARIA VALLEY

(1) *Threshing Beans—\$4,250,000 of Which Were Raised in the Valley in 1917.* (2) *Panorama of a Section of the Santa Maria Oil Fields Which Produce \$6,000,000 Annually*

that it has only been considered necessary to irrigate sugar beets or alfalfa. However, on account of the increasing value of land, and the consequent high price of farm products, farmers have come to realize that larger crops can be obtained by irrigation; consequently each year sees more and more wells put down in the Valley. The water bearing strata have been encountered all over the Valley at a depth of from 50 to 150 feet, and in the lower end of the Valley many flowing wells have been encountered.

#### Beans

Santa Maria is the center of the small white bean industry, and more than half the small white beans of the world are produced in this Valley. For the year 1917 approximately 350,000 sacks of small whites were produced, which were worth approximately \$3,850,000.00.

In addition to the small white beans a great many pink beans are also grown, and there were produced in the Valley in 1917 some 50,000 sacks, worth \$400,000.00, making the total value of the bean crop \$4,250,000.00. Nearly all of the beans raised in the Valley were requisitioned by the United States Government at market prices, for food for soldiers and shipment to our Allies in Europe.

#### Dairying

Dairying is another industry that is on the increase. The acreage of alfalfa is con-

stantly growing. There is a large creamery near Guadalupe from which butter is shipped extensively to the Los Angeles and Pasadena markets, besides supplying a large home market.

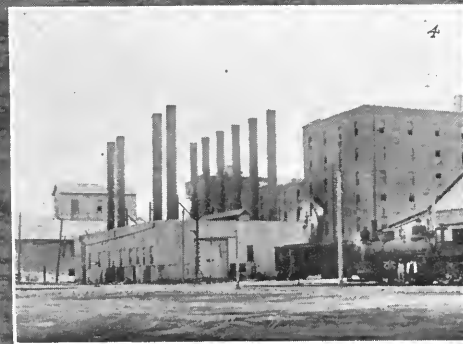
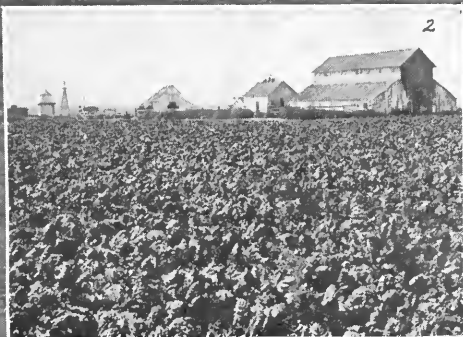
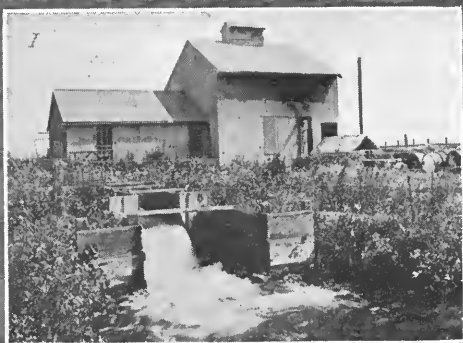
#### Sugar Production

The Union Sugar Company has a factory located at Betteravia (Santa Maria Valley) with a slicing capacity of 1,000 tons of beets daily, and a yearly output of sugar of approximately 14,000 tons. About 200 men are employed at the factory during its operation. Annual factory payroll approximately \$150,000.00. The factory produced during 1917, sugar to the value of approximately \$2,000,000.00. There are also considerable by-products from the Sugar factory including molasses and beet pulp, the latter being used for extensive cattle feeding operations.

#### Seed Farming

Flower seed growing began in a small way several years ago and has grown gradually until now some 600 acres are given over to the growing of flower and vegetable seeds. The finest sweet pea seed in the world is grown here. Orders for seed are already booked to be shipped this fall (1918) to India, Mexico, New Zealand, Australia, England, Canada, Denmark, France and South Africa. For the season of 1919 an extensive acreage of vegetable seeds will be grown, large orders for this class of seed





#### SANTA MARIA VALLEY

(1) Santa Maria Valley Pumping Plant. (2) A Sugar Beet Field. (3) Feeding Hogs and Calves on Beet Pulp. (4) Union Sugar Company's Factory at Betteravia

having been received recently from France.

#### Farming

Farming in all its branches can be carried on successfully. Conditions are ideal. The immense production of beans and grain is a continued proof of the wonderful crop ability of the Santa Maria Valley. The successful raising of cattle, hogs and chickens for the markets is carried on continually. Fruit does well in the Valley, particularly apricots, and some of the finest apricots in the State are grown here.

#### Cattle Raising

A tremendous back country is tributary to Santa Maria, including the wonderful Cuyama Valley in the northeast portion of Santa Barbara County, the resources of which are yet untouched. Thousands of cattle are raised each year in this section of the country.

#### Transportation Facilities

The Valley is traversed by four lines of railroad. The western portion from north to south, by the main line of the Southern Pacific, with its station at Guadalupe. This point is also the junction of the Santa Maria Valley railroad, which runs practically the whole length of the Valley, i. e. from Guadalupe to Leonhart, passing through Betteravia—the site of the Union Sugar Co.'s plant—Santa Maria and Gates to Leonhart, located in the East Santa

Maria Oil Field. The Electric Branch of the Pacific Coast railway connects Santa Maria, Betteravia and Guadalupe. The Pacific Coast Railway (steam line), connecting with the Southern Pacific Company at San Luis Obispo, affords a direct communication from all points in the Valley to deep water at Port Hartford, a distance of some thirty miles.

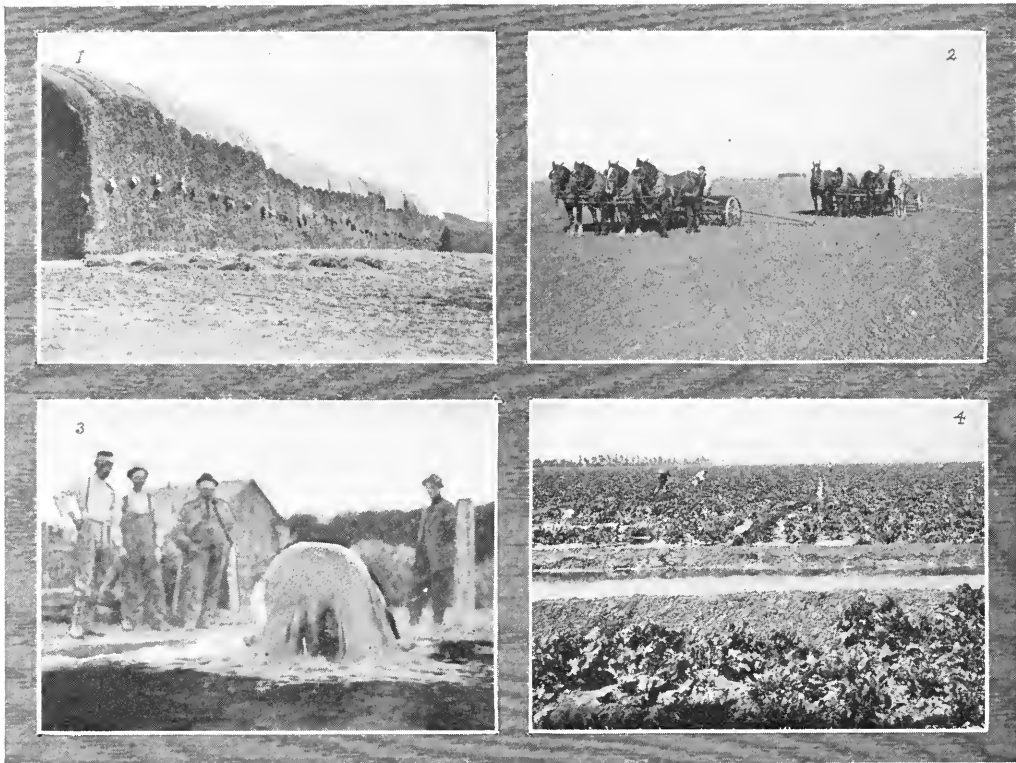
The State Highway runs across the Valley, this Highway running directly through the City of Santa Maria, affording all automobilists an opportunity to visit the Santa Maria Valley on their trips up and down the Coast Highway.

#### Oil Production and Its By-Products

Road Oil is manufactured in the Santa Maria Oil Field; it is known throughout the United States as the best road oil produced. The Santa Maria Oil Field, lying along the southern boundary of the Santa Maria Valley, is one of the six leading fields in the State of California, which is the first State in the Union in production of oil. The production during the year 1917 was practically 4,000,000 barrels—a daily production of 11,000 barrels. A conservative estimated value of this production at the wells is \$4,500,000.00.

#### Gasoline

The production of Gasoline from the natural gas has become an immense industry in the Santa Maria Valley within the



#### SANTA MARIA VALLEY

(1) A Santa Maria Valley Hay Stack. (2) Seeding the Rich Land. (3) A Santa Maria Valley Artesian Well. (4) Irrigating Sugar Beets

last few years. Six companies are now using all the gas production of the field, with a daily output of 35,000 gallons per day, worth over \$6,000.00, or nearly a total of \$2,000,000.00 annually.

#### Natural Gas

Natural gas, piped from the Santa Maria oil fields, is available generally throughout the Valley for fuel for gas engines at the exceedingly low rate of 50 cents per thousand cubic feet, making it very economical for power purposes. Natural gas is available for domestic purposes in the City of Santa Maria and all the towns throughout the Valley, and as far as San Luis Obispo.

#### Climate

Climate is a most important factor. Here is a topic of great interest to all whether visitors or settlers. The evenness of the climate in the Santa Maria Valley is attributed, in a large degree, to its proximity to the Pacific ocean. The heat of summer is tempered by cool breezes from the Pacific. The annual normal temperature of the Santa Maria Valley is 58.9 degrees.

#### Educational Facilities

Splendid Grammar Schools are scattered throughout the Valley at all the various centers. In the City of Santa Maria are three fine Grammar Schools with a well equipped corps of teachers. A Union High

School is maintained in Santa Maria, supported by all the various School Districts of the Valley. This High School has an enrollment of 150 pupils.

#### Library

There is a splendid Library of some 5,000 volumes, housed in a fine Carnegie Library building. Branches of the County Library are maintained at Santa Maria and at every center throughout the Valley and Oil Fields.

#### Churches

The various religious denominations are well represented in the Santa Maria Valley, and there are flourishing congregations of the following bodies: Christian, Christian Science, Episcopal, Methodist, Presbyterian and Roman Catholic. In the Oil Fields a splendid religious work is carried on along non-sectarian lines.

#### Banking Facilities

There are three Banks in the Valley, the Bank of Santa Maria being the oldest banking institution and was incorporated in 1890. It has a capital of \$500,000.00 with resources of \$5,000,000.00. It is housed in a splendid building that would do credit to a City several times the size of Santa Maria. The Bank of Santa Maria also maintains branches at Guadalupe and Los Alamos.

The First National Bank has a capitalization of \$150,000.00 and with resources of



### SANTA MARIA, CALIFORNIA

(1) *Plowing Out Sugar Beets.* (2) *A Santa Maria Valley Ranch Home.* (3) *Beautiful Santa Maria Inn at Santa Maria.* (4) *Gathering and Hauling Sugar Beets to the Factory*

nearly \$1,000,000.00. It has just completed a splendid new building on South Broadway.

The Valley Savings Bank has a capitalization of \$75,000.00 and has net resources of \$500,000.00.

#### Hotels

Santa Maria is well provided with hotels, the Hotel Bradley, located in the center of the city, and the fine new Santa Maria Inn, located on South Broadway a few blocks south of the City center. The Inn is thoroughly modern in all its fittings and caters to automobile trade and the travelling public generally.

#### Cities and Towns in the Santa Maria Valley

##### Betteravia

Six miles south of west from Santa Maria. Here is located the Union Sugar Co.'s refinery. Population 400. Large general store, good hotel, and schools.

##### Casmalia

Located nine miles southwest from Santa Maria. Population 1,000. This is a growing town in the center of extensive oil production. Over sixty new oil wells have been drilled in this section within the last year. It is also a fine farming and dairy section.

##### Garey

Situated in the eastern portion of the Val-

ley; farming center. Good school and store.

##### Guadalupe

Guadalupe is located in the western portion of the Valley and is on the Coast line of the Southern Pacific Company. Population 1000, and has good hotels, schools and church. It is the liveliest town in northern Santa Barbara County, and is the trading center of a vast farming area, extending over into the wonderful Oso Flaco Valley in San Luis Obispo County.

##### Orcutt

Six miles south from Santa Maria. Trading center for the Santa Maria Oil Fields. Fine general store, church, good school, machine shops and oil supply headquarters.

##### Santa Maria

Incorporated City, located in the north central portion of the Santa Maria Valley. Population 4,500. Modern municipality, with 100 foot streets, public parks, electric lights, natural gas for fuel and lighting purposes, municipal water works. Three banks with deposits of over \$4,000,000.00. Santa Maria is the business center of the Santa Maria Valley. Fifteen miles from the Pacific ocean. Primary, grammar and high schools. Several churches. Located on the State Highway. Good hotels. Actual valuation (1917) of this municipality, \$4,000,000.00. Assessed valuation (1917), \$1,500,000.00.

# CARPINTERIA

**B**ECAUSE of its remarkable scenic attractions and its unrivaled all-the-year-round climate, Carpinteria Valley has been appropriately called "The Valley Beautiful." Concerning these scenic beauties, Elizabeth Antoinette Ward, a local writer of note, says:

"I was ready to ransack even the islands of the sea to find a home, but when I reached here, I knew my quest was ended. This is the paradise where I shall spend the rest of my days."

This bit of Elysium, so opportunely discovered, lies at the extreme southeast corner of Santa Barbara County in the Golden State, and holds a more than passing interest, both for the rarity of its setting and in connection with a part of the industrial development of Southern California.

## The Gem and Its Setting

With the beach for its south border, it lies in the close embrace of an arm of the mountain on the north, not more than a mile and a half wide and about eight miles long. Gradually rising hills form its western boundary, and a few miles further on lie Santa Barbara and its environs.

The unusual combination of mountains

and ocean is the key to the beauty and attractiveness of the valley. Verdure, luxuriance, color, are everywhere, all the time, turn your eyes where you will.

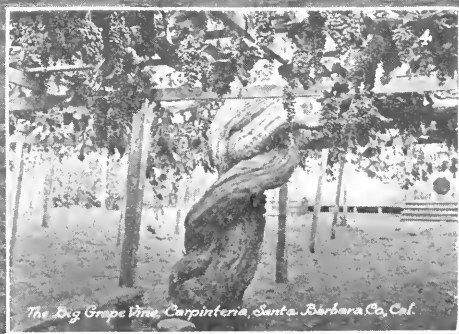
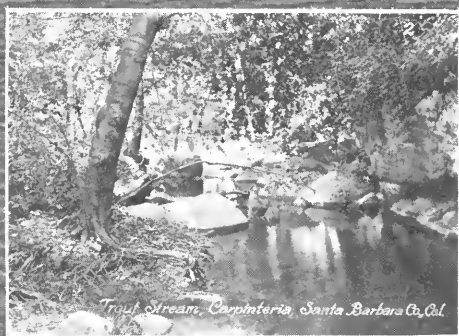
A slight shifting of the range of vision calls out an entirely new picture and always the picture changes with the season of the year, the hour of the day and the shifting mists and haze.

Entering from the beach road, one crosses the mouth of a little canon marking the eastern boundary.

At the summit, one instinctively stops to drink in the beauty of the panorama that discloses itself. Rugged mountains in the background rising to a height of over four thousand feet, then the lesser ridges softened with their dense covering of scrub oak and varied underbrush, and finally the gently yielding foothills giving away to the valley and yet made part of it by the rich fields cultivated even into the little canons between their sides.

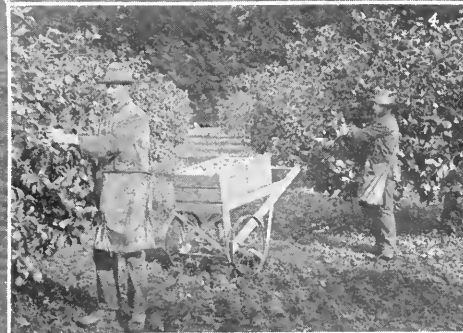
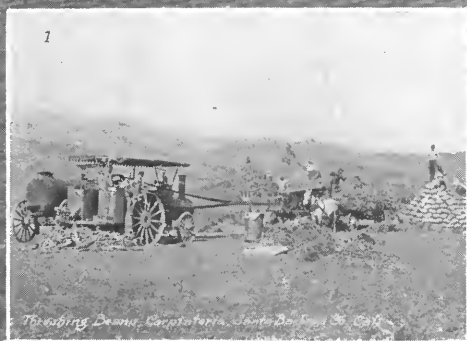
## Pictures of Prosperity and Peace

Orchards of English walnut trees dot the entire valley, making amends to some degree for the magnificent live oaks sacrificed for them; and, carpeting the spaces



## BEAUTY SPOTS AT CARPINTERIA

- (1) In Beautiful Franklin Canyon. (2) A Trout Stream Near Carpinteria. (3) Along the Coast at Carpinteria. (4) The Largest Grapevine in the World



#### CARPINTERIA, CALIFORNIA

(1) *Threshing Lima Beans.* (2) *Grammar and High School at Carpinteria.* (3) *A Young English Walnut Orchard.* (4) *Picking Lemons*

between, are everywhere the riotous, tumbling, creeping bean vines that produce a large part of the wealth of the place.

So much luxuriant green during the dry summer months is a perpetual rest to the eye and nerve and is perhaps responsible for the oft repeated exclamation of visitors to the valley: "How peaceful it all is, how restful!"

Half hidden in the extreme background of the picture where the horizons of mountain and water meet, is Santa Barbara, plainly seen on a clear morning, and in a wide sweep at the left lies the blue Pacific. As if enough beauty were not already crowded into one landscape, the towering Santa Barbara Islands, three hours from the mainland and yet seeming only a few miles distant, add the last perfect touch.

Another view always pleasing is found looking east from the western end of the valley where the great rounded Rincon mountain stretches its ample proportions between the beach and the pass, a magnificent sentinel appropriate to the treasure which it guards.

From here the valley assumes a more basin-like appearance, the village differentiates itself and the little outlying ranches become factors with a meaning, while the half green sand dunes and the irregular and foamy fringe of the breakers equip the ocean with a new aspect and mark the individuality of the picture.

Stewart Edward White, the distinguished

writer of international fame who has a summer cottage in Carpinteria, adds an additional word concerning Carpinteria's scenic beauties and climate. Says he: "Nowhere in my experience, do mountain, sea, marshland and shore offer quite the combination they do here. The three-mile stretch of beach is in most places three or four hundred feet wide at low tide. At high tide, the breaking power of the wide flat and the half-mile bar outside pile up a truly imposing surf, even at times when the Santa Barbara beach is washed by the merest ripple. This large surf breaks far out and is unaccompanied by undertow. As a consequence, the bathing is most safe and at the same time most exciting."

"But I think that from our point of view, probably the most remarkable advantage—aside from the beach—is the climate. One would naturally think that the seashore would be cold in cool weather and hotter in baking weather than more sheltered localities. The contrary is the case. On a hot summer day I found Santa Barbara's thermometers ten to fifteen degrees higher; while of a cold and foggy morning the sands and the sea radiate enough stored heat to temper the chill."

But Carpinteria Valley must not be understood as being remarkable only for fine scenery and an ideal climate, for in addition to being one of the best lima bean and English walnut sections in the state, it is exceptionally fine for lemons and avocados.

### Lima Beans

Concerning lima beans Henry Fish, a pioneer in bean raising and president of the Henry Fish Seed Company of Carpinteria, says: "The first lima beans grown in Southern California were planted in the Carpinteria Valley as an experiment, which proved to be a great success. From its Carpinteria origin it spread to other sections, until now lima beans are the source of income of hundreds of California ranchers." No more favorable section for limas has been found, however, than this valley.

### English Walnuts

Says Jerome F. Tubbs, D. D., president of the Carpinteria Chamber of Commerce, and one of the large English walnut growers of Carpinteria: "One of Carpinteria's most profitable products is English walnuts. No portion of the state produces a finer grade of walnuts than are found in the Carpinteria Valley. Large groves of beautiful and vigorous trees are scattered along our foothills and down the valley."

### Lemons

But lemons are the crop par excellence of the Carpinteria Valley, and many of the awards of the National Orange Show have gone to Carpinteria during the past few years, the valley sometimes coming surprisingly near capturing every prize from the sweepstakes down. Says C. D. Hubbard, president of the C. D. Hubbard Fruit Company of Carpinteria, and one of the lemon authorities of Southern California: "For the production of lemons there is no place on the American continent better suited than the Carpinteria Valley \* \* \*"

With a southern exposure to the semi-tropic sea; and with the north winds checked by a range of rugged mountains, the favored location of the Carpinteria lemon belt may be readily understood. The lemon tree thrives best where there is the least wind, and in a mild, moist atmosphere. Under these conditions, the tree is

continually growing, blooming and setting new fruit. The absence of dry, hot weather and desert winds obviates possible loss in growth, and insures against damage to bloom or the dropping of young and tender fruit. The lack of severe winds from either desert or ocean accounts, also, for the high quality of lemons produced by the orchards of Carpinteria.

The absence of hard winds is another decided advantage, in this respect. Freer growth for tree building can be allowed; and the higher and larger the tree can be grown without risk of losing limbs, the greater the profit.

### Avocados

Though the valley has been recognized for some years as being practically ideal for the lemon industry, it has more recently been determined that it is also exceptionally favorable to the growth of the avocado. D. A. Carton, who has wide experience as a grower of the avocado, and who has planted the largest avocado grove in Carpinteria, states:

"On most of our lands we can grow tomatoes, chilis and potatoes the year around without danger of frost, hence it is more like the real home of the avocado. There is no frost when the young and tender buds come out to bloom. This is one of the best reasons why we are especially favored for the growing of the avocado in this locality."

Aside from enjoying these scenic, climatic and industrial advantages, Carpinteria has the additional advantage of being practically a suburb of Santa Barbara, for though twelve miles distant, yet being connected by the now celebrated Coast Highway, a finely paved road, it is only a half hour's auto drive away, with auto buses practically every hour of the day. This proximity to an up-to-date city gives the citizens of Carpinteria Valley all the advantages of city life while living in the country.

## SANTA YNEZ

THAT the day of the exploiter is over in California, is nowhere being better demonstrated than in the Santa Ynez Valley in our own county of Santa Barbara. A hitherto retarded section is forging ahead because the speculator and large land owner are giving place to the intelligent farmer who is establishing a permanent agriculture. Where a fair living was made on an extended acreage in the past, a better living is now being made on a fourth the amount of land. The future of the County undoubtedly lies in this beautiful Valley which comprises the towns of Los Olivos, Ballard, Solvang and Santa Ynez, with a total population of 1,250.

The soil is for the most part clay-loam, with gradations of adobe in the lower valleys. The land in some localities is very

fertile, but this does not mean that fabulous crops can be produced without labor. The soil will not yield its best returns without hard work and proper cultivation. The altitude of the Valley is about 721 feet.

Every and any sort of crop can be grown with the proper effort expended. All crops are marketable at perhaps better prices than can be obtained elsewhere.

Scenically, there is no lovelier location. The approaches from the south by the San Marcos road and the Coast Highway over the San Lucas and the Santa Ynez River bridges are beautiful drives that are being daily improved. Lying north of the Santa Ynez River, surrounded by the San Rafael and Santa Ynez Ranges, the Valley, with an undulating contour, numbers of springs and streams and wonderful oak trees, can





#### IN THE SANTA YNEZ VALLEY

(1) A Santa Ynez Valley Potato Field. (2) Danish College at Solvang. (3) San Lucas Bridge Over Santa Ynez River. (4) Harvesting in Santa Ynez Valley

be, and is being made a veritable garden spot. Income and Idealism, the principal elements on which a stable rural life is built, are coupled in the forward movement here. Here lies opportunities for the man of intelligence and big ambitions though he have much or little money.

#### Field Crops

What capital is doing, men of average means are accomplishing in a smaller way. Intensive farming without water will result in fine crops of wheat, barley and oats, as well as grain, beans, fruit and vegetables.

#### Irrigation

What water will do has been proven only in very recent years and the results speak for themselves. There are approximately 1,500 acres of alfalfa, and the man who comes and sees is convinced and remains. There are infinite possibilities of water development, good wells for irrigation purposes varying from 40 feet to 125 feet in depth with an average lift of 20 feet. Los Olivos section has produced some remarkable flowing wells.

The prices of land range from \$25 to \$200 an acre, depending of course upon location, character of soil and water development.

#### Stock Growing

The vast extent of ranges surrounding the Valley affords opportunity for cattle and sheep raising; the mildness of the climate

also contributing to the success of the industry.

#### Schools

The Valley offers excellent schools, each town having its own district school. The Union High School, an unusually attractive building located at Santa Ynez with a teaching force numbering five, is progressive and up-to-date in every particular, vocational training being carried into the elementary schools from it as a center.

#### Roads

The problem of better roads is being agitated by progressive citizens, and the time of a bond issue covering a complete circuit of paved roads is only dependent upon the results of the war. Such connecting links with the State Highway will so simplify transportation that every sort of perishable crop will be grown.

#### Los Olivos

Los Olivos, the terminal of the Pacific Coast Railway which connects with the Southern Pacific at San Luis Obispo, is the trading center for the ranchers and farmers at the northern end of the Valley. Here also is located a hospital Inn, well known to all tourists.

#### Solvang

One travels down the Valley from Ballard, past flourishing bean fields to the town

of Solvang, a Danish settlement of the finest type of American citizenship. What home-makers can accomplish is demonstrated here. Hitherto unproductive land, handled under the intensive method and water development, are making a prosperous people. Fine stores and the Santa Ynez Bank are located here. There is also a College established by the Danish people. West of Solvang is the "Buell Flat" country which is fast making its owners rich in beans and alfalfa. Near Solvang is the old Santa Ynez Mission, established in 1804 and restored in recent years, as few of the Missions have been.

#### Santa Ynez

Near Santa Ynez is the United State Gov-

ernment Indian Reservation, and surrounding the town are several of the largest ranches upon which progressive enterprises are demonstrating on a somewhat elaborate scale what capital can accomplish.

#### Ballard

Ballard is an attractively located hamlet and like all sections of the Valley is developing rapidly.

The time to investigate conditions in the Santa Ynez Valley is now when it is possible to take advantage of the opportunities offered by the early stages of development in this beautiful section. A hearty welcome awaits the homeseeker and the tiller of the soil.

## GOLETA

**T**HE Goleta Valley, situated six miles east of Santa Barbara, is about twelve square miles in area.

This Valley is traversed by four living streams, which empty into the Channel at a common point. The soil has been laid down by these streams and thus possesses great depth and fertility. Irrigation water is easily obtained both through gravity system from the mountain canyons and through artesian wells. The latter are from seventy-five to two hundred feet in depth and often flow continually.

The principal crops grown are: walnuts, lima beans, lemons, olives, deciduous fruits, semi-tropical fruits, and hay.

The district is one of the first where English walnuts were grown, and many of the original Santa Barbara Soft Shell orchards which are still standing are producing profitable crops. Up to this time little attention has been paid to irrigation and fertilization but the growers who are now directing their attention to this find that it pays. Under these conditions yields of twenty-five hundred pounds per acre are not uncommon. As these groves are mostly all seedlings, this yield will undoubtedly be surpassed by many young orchards of standard variety, which are

now coming into bearing. The Santa Barbara Walnut Growers Association has the most up-to-date packing house in the State, and is equipped to handle the crop in the most modern fashion, including the packing of shelled meats, shells, and other waste products.

Lima beans are grown extensively on the low moist soil near the ocean as well as on the hill land near the mountains. Yields of over 30 sacks per acre are common.

Due to the proximity to the sea and the southerly exposure, lemons are the most profitable crop and require no protection from frost. This crop has a great future.

The public school system of Goleta is more complete than usually found in a town again as large. There are three of these schools and one of them has as high as 100 pupils, and all are equipped to teach manual training, sewing, and other household arts. Transportation facilities are also provided for students attending the High School in Santa Barbara.

There are also four churches, one being a federated church, in Goleta.

Another advantage that Goleta enjoys is the State Highway which runs through its entire length, paralleled by the Southern Pacific railroad.

## SUMMERLAND

**O**NE of the most novel and interesting sights along the coast line of Santa Barbara County are the oil wells located in the sea at Summerland.

The bulk of these wells are owned by George F. Becker, others being the property of the Southern Pacific Railroad Company.

Also located at Summerland are three kelp plants, one the Governmental Experimental Station, which is spending a vast amount of money working out the by-products of the kelp. The kelp plants located

in Summerland are the U. S. Department of Agriculture, Occidental Chemical Company, and the Lorned Manufacturing Company.

The kelp is being extensively harvested all along the Santa Barbara coast and brought into Summerland for drying and burning.

Summerland lies six miles due east from Santa Barbara on the Southern Pacific and California State Highway and is a most prosperous community.

# CITY of SANTA BARBARA

**S**ANTA BARBARA, the county seat of Santa Barbara County, is far-famed for her charm for the tourist, for her incomparable climate and as a resort city par-excellence. Many of the famous people of the business and social world have selected Santa Barbara for their permanent homes.

Santa Barbara is an up-to-date city of about 21,000 inhabitants, which is augmented by many thousands of tourists, both winter and summer. Her beautiful location "where mountains meet the sea" make of Santa Barbara not only a most desirable place of residence, but a natural playground unsurpassed—if equalled elsewhere in America.

Lying, as it does, on the shores of the beautiful Pacific, with magnificent beach for bathing and aquatic pleasures and backed by the magnificent mountains with their innumerable trails, mountain drives, beautiful canyons and mountain streams, Santa Barbara is truly a most delightful and charming city for the resident, tourist or pleasure seeker.

Actual figures are always convincing and the United States Weather Bureau at Santa Barbara furnish a record which is a challenge to the world for climate.

Santa Barbara enjoys unusual freedom

from heavy winds, the average velocity, month in and month out, being less than a person creates when walking. The occasional lapses are of brief duration. The United States Weather Bureau reports show that during the last five years the average hourly velocity of the winds has been about 3.4. Point Conception to the West and the Channel Islands, protect the city and surrounding section from the annoying trade winds of the Pacific.

Accurate records taken for the past several years show that the average high temperature for January was 72.8, and the average high temperature for July was 82.5, a difference of but 9.7 degrees between January and July. Where else can this be equalled.

The average low temperatures for January were 31.8 degrees and for July, 46.7.

The mean temperature for January was 49.4 degrees and the mean temperature for July was 65.6 degrees.

Santa Barbara is a modern city in every way. Excellent schools, magnificent churches, splendid hotels, first-class lighting, gas, good street car service, splendid Carnegie Library, beautiful homes, substantial business blocks, very strong banks and everything that goes to make a first class city, are found here.

## Scenic Santa Barbara County

**I**N whatever part of Santa Barbara County one may elect to reside, he is within easy reach of some veritable scenic paradise. Those who reside along the coast line have, of course, the advantage of all the beauties and pleasures of perhaps the most picturesque shore line on the Pacific Coast, with all the many pleasures of the ocean. They have, as well, the mountains, with their many attractions, by way of variation.

But those living further inland are not denied the scenic beauties by any means. The county, being divided as it is into beautiful valleys, is traversed by mountain ranges surrounding each valley and in these mountains are literally thousands of

most beautiful canyons, natural parks, mountain streams with excellent fishing—all affording some of the most beautiful scenic pictures in America.

There is no point in Santa Barbara County that is not within easy reach of excellent fishing and hunting. Mountain hiking and motoring are afforded by numerous trails and mountain roads, while the county is a perfect network of excellent motor boulevards, including the famous Coast Highway which traverses the county its entire length. This highway is the central artery for numerous connecting boulevards and paved and graveled roads.

## Opportunities In Santa Barbara County

**S**ANTA BARBARA is the home of opportunity. While some sections of the county are developed to a very high degree, there are thousands of acres awaiting higher development, which may be had at a reasonable price.

Oils and minerals abound in the county and there are wonderful opportunities for prospecting and development in these lines. The field has hardly been scratched over.

Or, one may step into a highly developed community, pay a reasonably high price for highly developed land and reap a return

from it of from \$250 to \$400 per acre per annum. These figures are not mere guesswork or unusual instances or unusual crops. In the Santa Maria Valley, the Lompoc Valley, the Carpinteria Valley, the Santa Ynez Valley and many other smaller valleys, the above returns are the rule and not the exception.

It is safe to say that no county in California offers a greater inducement to the seeker after a home. And most certainly, no place on earth offers living conditions which are more ideal.



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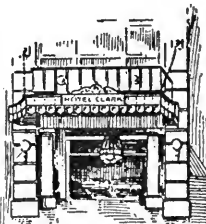
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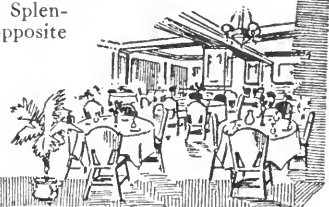
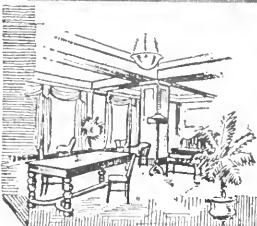
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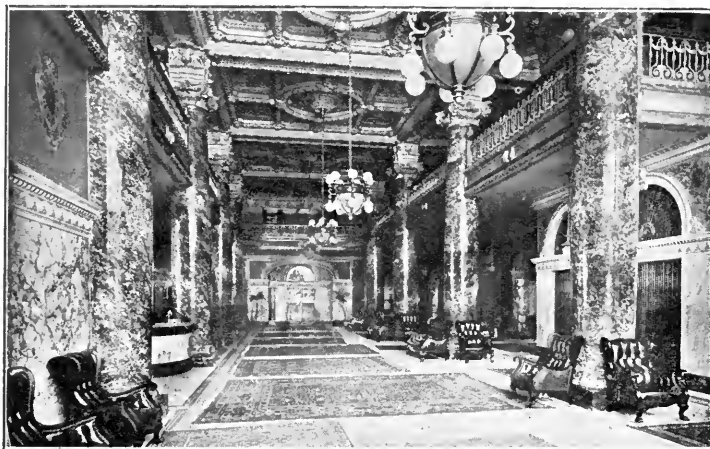
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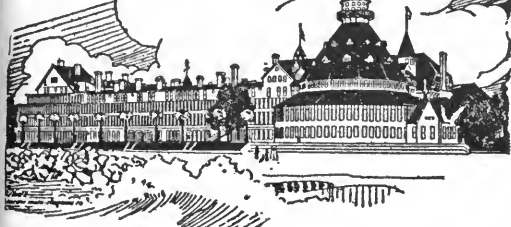
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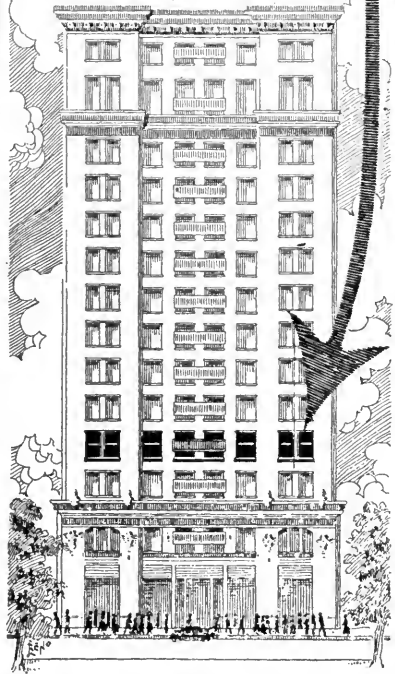
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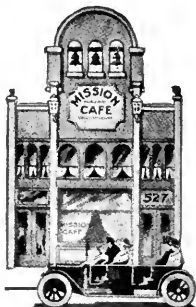
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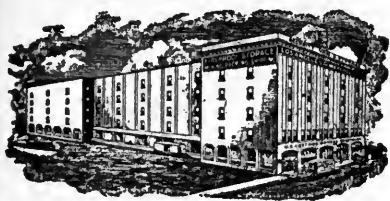
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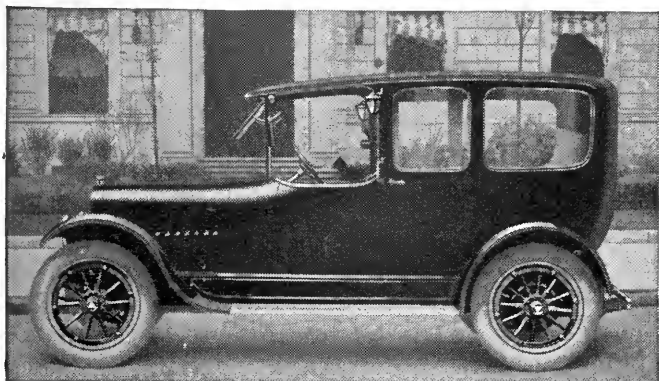
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EDITED BY DOUGLAS WHITE

# SANTA BARBARA

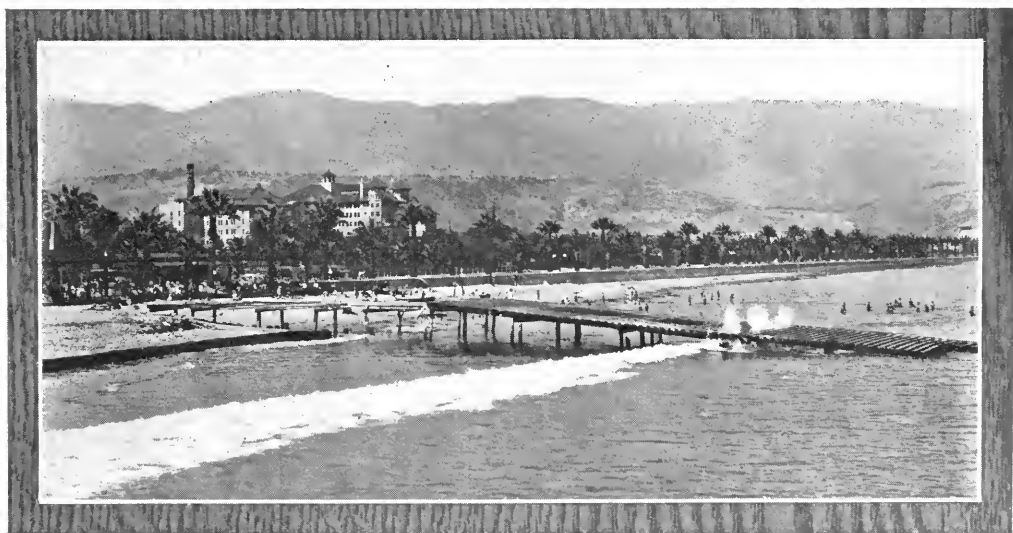
## CALIFORNIA

Resort City *of* Homes Where  
Mountains Meet The Sea

**W**ORLD travelers who have wandered over the face of the earth searching for the one ideal spot, declare that the rare combination of ocean, mountains, wonderful scenery and perfect climate, blended into a composite whole, has made of Santa Barbara-by-the-Sea a place of residence unsurpassed on this or any other continent.

Added to this wonderful gift of nature, the handiwork of man has builded, in the midst of this natural paradise, a modern and beautiful city of homes—up-to-the-minute in every respect, yet retaining the quaint atmosphere of the old mission days.

Santa Barbara's charms are so many and so varied that the chance tourist of a day tarries to spend a month—then comes back



The Beautiful Bathing Beach at Santa Barbara



Looking South on State Street, Santa Barbara

to make it his home or comes year after year to enjoy such time as he can spare for health or pleasure.

The Easterner who builds his winter or summer home in Santa Barbara or Montecito, intending to occupy it only a few months each year, generally deserts the East to spend every day possible under the inspiring, sunny skies of the Mission City.

Santa Barbara appeals alike to the man of wealth, the man of moderate means and the man of family seeking an ideal place to rear his children.

As a proof of this fact, witness the scores of palatial estates, many of them representing an outlay of millions of dollars, dotting the picturesque foothill spots of Santa Barbara and Montecito. Many personages noted internationally in the fields of art, commerce and the professions, as well as captains of finance, have built their permanent homes here.

But Santa Barbara is not the abode of the wealthy alone. Thousands of its population enjoy life in flower bedecked cottages and bungalows at equal or less cost of living than in other and less desirable places.

For, be it known, all the God-given sunshine, the wonderfully invigorating sea breezes, the balmy mountain zephyrs, the flowers running riot throughout the year—are all free to rich and poor alike—free, not for the asking, but for the mere taking.

#### Location

Santa Barbara is located on the shore of the Pacific Ocean, and by way of transpor-

tation is served by the main Coast Line of the Southern Pacific Railway, with Los Angeles to the south and San Francisco to the north, both within easy reach and with splendid train service in all directions.

The city is also located on the California Coast Highway, which makes motoring from the other cities a wonderful and delightful trip, as the route takes one through some of the most beautiful ocean and mountain scenery in America.

#### For the Tourist

Santa Barbara is more than a city of homes. It is the Mecca each year for thousands of tourists from all over the United States and many foreign countries.

As a tourist city Santa Barbara offers innumerable pleasures and advantages.

The first requisite of the tourist or pleasure seeker is suitable living conditions. Santa Barbara offers an immense range in hotel accommodations. One may obtain magnificent quarters in any one of the several family hotels of Santa Barbara or Montecito, with de luxe appointments and cuisines unsurpassed.

Or, for one of more moderate means, there are good hotels at most reasonable prices. One may obtain furnished apartments or flats at most any price desired.

Also one may rent a furnished home or a bungalow at one of the several bungalow hotels.

#### Pleasures

If Santa Barbara possessed nothing else

than her magnificent beaches and ocean sports, it would still be a great tourist city. The beach is of pure white sand, making it the ideal bathing beach. There are no treacherous under-tows or tide-rips, such as are found at many other places.

The placid waters of the Santa Barbara Channel afford most excellent yachting and boating.

For the angler for game fish, the channel is a veritable paradise, and there is no lack of fishing at any time of the year.

But in addition to the ocean pleasures, there are the added delights of motoring over excellent paved highways, mountain hiking over picturesque mountain trails, golfing over some of the sportiest links in America, and no end of other sports, such as tennis, hydroplaning over the waters of the channel, horseback riding over wonderful bridle trails, etc.

### Scenery

To the lover of scenic beauty, Santa Barbara is a place par-excellence. Look where one may, some new delight greets the eye.

In the early morning it is a rare treat to see the sun rising over the beautiful mountains of green to the east.

At every hour in the day one may find a new scenic delight, as every shifting haze reflects some new color scheme on the mountains.

At even-tide, nothing could be more beau-

tiful or inspiring than the setting of the great, golden sun into the blue waters of the Pacific.

### Outdoor Life

The perfect climate of Santa Barbara makes it possible for one to live the health-giving open air life practically every day in the year, and the never ending list of outdoor amusements lures one to spend most of his waking hours in the open. And the nights as well, for no one ever thinks of sleeping with closed windows in Santa Barbara, either winter or summer.

### Santa Barbara—the City

Santa Barbara, including Montecito, has a population of about 24,000 permanent residents. This is augmented by many thousands of tourists both winter and summer.

The city is modern and up to date and has the city manager plan of government.

The stores of Santa Barbara are cosmopolitan, carry large stocks of merchandise which, naturally, must be down-to-the-minute to meet the wants of the elite patronage from the wealthy as well as those of moderate means.

Strong banks, modern municipal conveniences, beautiful parks, excellent schools and churches, congenial social conditions and all that makes for a beautiful, healthful city, affording the real pleasures of life, are found in Santa Barbara.



Another View of State Street, Looking North



The Beach at Santa Barbara, Showing Mountains in the Background

## SANTA BARBARA WEATHER CHART

Compiled from the reports of the United States Weather Bureau.

### HIGHEST TEMPERATURES.

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1914	73	75	89	87	73	84	78	80	82	95	98	76
1915	74	73	90	85	95	87	85	98	86	87	86	80
1916	62	82	91	88	88	80	82	89	81	85	80	70
1917	77	74	68	67	70	77	80.3	79	80	77	74	85
1918	75	80	86	85	85	90	86	----	----	----	----	----

### LOWEST TEMPERATURES

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1914	35	36	41	44	45	45	52	49	48	43	40	36
1915	34	36	41	42	40	47	48	51	46	43	36	32
1916	33	35	38	40	43	40	50	47	49	40	33	32
1917	28	35	40	45	47	53.3	61.3	56	54.4	51.6	45.9	37
1918	33	36	38	38	43	45	45	----	----	----	----	----

### MEAN TEMPERATURES

Year	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.
1914	52.7	52.2	58.8	60.	57.9	61.	64.2	62.8	62.6	65.	62.3	51.58
1915	53.2	52.7	59.2	59.2	59.8	63.7	66.9	69.8	65.3	62.	58.4	55.
1916	51.5	56.5	59.1	58.6	60.9	61.2	65.3	65.4	62.5	56.2	54.9	49.
1917	49.	52.9	54.3	56.4	59.2	65.5	70.5	67.5	67.2	64.5	59.9	42.
1918	45.3	44.5	55.5	58.3	51.6	65.3	65.2	----	----	----	----	----



Scenes on the Beach at Santa Barbara. Hydroplaning Is Popular

CLEAR DAYS						RAINFALL					
Month	1914	1915	1916	1917	1918	Month	1914	1915	1916	1917	1918
January	14	20	9	19	21	January	15.91	4.94	17.24	3.25	.03
February	18	14	12	17	15	February	7.30	8.03	1.89	6.71	.10
March	14	22	21	29	16	March	.95	1.15	1.71	.28	10.37
April	22	15	24	19	25	April	.70	.97	.30	.28	.05
May	16	21	28	25	25	May	.03	.57	T	.09	....
June	24	25	28	30	24	June	.16	T	....	....	....
July	30	29	24	26	25	July	.05	....	....	....	....
August	20	28	25	29	....	August	....	....	.11	.03	.01
September	23	22	24	28	....	September	....	.05	1.90	.05	....
October	24	24	10	17	....	October	.12	....	2.82	....	....
November	26	23	23	19	....	November	.04	.65	.10	.17	....
December	19	20	19	25	....	December	4.38	4.06	6.12	.01	....

#### WIND

Santa Barbara enjoys unusual freedom from heavy winds, the average velocity, month in and month out, being less than a person creates when walking. The occasional lapses are of brief duration. The United States Weather Bureau reports show that during the last five years the average hourly velocity of the winds has been about 3.4. Point Conception to the West and the Channel Islands, protect the city and surrounding section from the annoying trade winds of the Pacific.

## Hotels That Enjoy Worldwide Fame

NOTABLE among the famous hotels of the United States are those of Santa Barbara. Several of them are favorably known into the farthest corners of the world, and the high repute they enjoy, because of their magnificent settings, cuisine, atmosphere of genuine comfort and ever

present spirit of hospitality, bring tourists and travelers to Santa Barbara from every land under the sun.

Such hotels as the Potter, the Arlington, El Mirasol, El Encanto and Miramar, are in a class by themselves when it comes to catering to the tourist.



Two Famous Santa Barbara Hotels. (1) The Arlington. (2) The Potter. (3) Entrance to the Potter. (4) Entrance to the Arlington

Of several of them it may be said that they are more than mere hotels—they are institutions. The proof of that fact is that at some of these magnificent hotels, reservations must be made a year or more in advance because of the demand for accommodations.

The ample hotel accommodations of the city are such as to fit the purse of all classes of travelers and tourists.

The Gregson, the Upham, the Virginia, the Neal, the Riviera and the Barbara are all hotels of excellence.

Also there are numerous high-class board-

ing houses and modern, up-to-date apartment houses.

Added to these comfortable stopping places for the temporary visitor are resort hotels and bungalow colonies in the foothills, where the tourist may get close to nature and at the same time be within striking distance of the city.

Among such desirable retreats are the Rockwood Inn in Mission Canyon, Shepard's Inn on the Casitas Road back to Carpinteria; Stanley Park, still farther into the same canyon, and the San Ysidro Cottages, back of Montecito.

## Montecito's Magnificent Estates

**M**ONTECITO—incomparable in its scenic setting—like Santa Barbara, is the home of wealth, culture and the social leaders of many continents.

The question is often asked: "What is Montecito? Is it a town or is it part of Santa Barbara?" It is both!

Montecito has a town hall and a modern, up-to-date fire station, but that is about as far as it ventures towards metropolitan ways.

Because it immediately adjoins Santa Barbara, closely linked up by the State Highway, it can be said to be a part of that city, more especially so because all Montecito does its shopping and marketing in the big stores of the county seat, and the social life

of the two places is so closely associated as to make it one.

Montecito is a colony of magnificently landscaped estates, set in surroundings unrivaled in America and interwoven in every direction by smooth highways which make it a paradise for motorist and seeker after scenic charms.

This colony is made up of the summer and winter homes of persons of national and international repute, in which live, the greater part of the year, captains of industry known the world over; social leaders known in all the capitals of the world; retired millionaires and multi-millionaires and famous professional leaders who have all searched the world over for a perfect spot





Showing the Beach and Floral Gardening at Miramar and a Montecito Residence. These Famed Places Are Known Around the World for Their Beauty

to live in and have chosen Montecito as the realization of their dreams.

Miramar, a bungalow hotel colony, is located in Montecito—its grounds a mass of flowers and foliage and bordering the sea, with ample provisions on its smooth white beach for hundreds of bathers.

For the residents of Santa Barbara, who

live practically each of the 365 days of the year under clear, deep blue skies and amid atmospheric conditions that astonish even the weather sharps, the "End of a Perfect Day," is always a motor drive along about sunset, through beautiful Montecito.

Many of these famed estates are comprised of hundreds of acres.

## On The Golf Links

**G**OLF is not new in Santa Barbara. It is twenty-four years since the Santa Barbara Country Club was organized, and during that period many of the most prominent personages in the country have been entertained at its club house and have played golf over its links.

This club is located in Montecito, and has recently moved into a new and attractive club house.

La Cumbre Golf and Country Club is beautifully located just west of the city and

near the ocean. Privileges can be acquired through the principal hotels, as well as through guest cards from members. La Cumbre, in addition to a membership of men and women of leisure, is made up of the merchants, bankers and professional men of Santa Barbara and their employees. Members enjoy the game over a most beautiful course, and entertainment in a comfortable, well appointed club house, without the heavy expense incident to most of the strictly society clubs.

## Scenic Motor Drives In All Directions

**F**EW cities offer to the motoring public such beautiful drives as radiate from Santa Barbara.

To the north, through Golita and Naples, the State Highway provides an ever chang-

ing panorama of productive ranches, ocean and mountains.

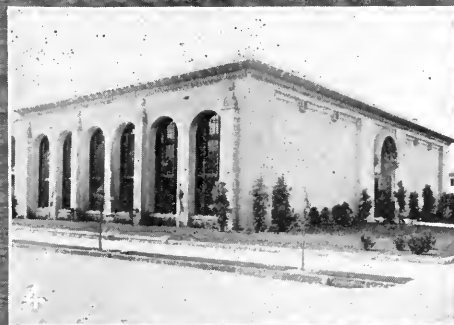
To the south, along the same smooth highway, through Montecito, Summerland and Carpinteria and over the Rincon to the



Views of El Mirasol (the Sunflower), Said to Be the Most Unique Hotel in America



Golf Is a Popular Sport in Santa Barbara. The Above Views Show Two of the Club Houses—the Santa Barbara Country Club and the La Cumbre Golf and Country Club



(1) The Federal Building, Santa Barbara. (2) First Presbyterian Church. (3) Young Men's Christian Association. (4) Free Public Library

Causeways bridging the Pacific, the motorist is carried into Ventura County.

The drives in and about the Montecito estates enjoy a charm that is famed all over the world.

Out towards the Santa Barbara lighthouse, over the newly paved highway bordering the ocean, is another scenic treat.

Up over the Foothill Drive, one is afforded a wonderful scenic ride which includes a fine view of the city, the bay and channel with the islands twenty-five miles out at

sea, and a trip back into the foothills, close to the mountain ranges surrounding this beautiful resort, nestling between mountains and sea.

At all times the drives over these routes fill the eye with a feast of scenic beauty. But at sunset, with ever-changing colors of the mountains, the fascination of the sun sinking into the Pacific and the quiet charm of the city, bathed in the clear, balmy atmosphere of fading twilight, Santa Barbara is a rare masterpiece of Nature's handiwork.

## Schools, Churches And Library

**S**ANTA BARBARA is a city of fine homes, congenial and desirable in every respect, from a residential standpoint.

Its schools have a wide reputation for excellence and the large complement of instructors, from the kindergarten grades on up, have been especially selected.

The course of instruction in the Santa Barbara schools includes manual arts, domestic science and all the most modern branches in education.

Overlooking the city from the Riviera, the State Normal School of Manual Arts and Home Economics affords advanced education to pupils from all parts of the state.

Santa Barbara is a veritable city of churches. Practically every denomination is represented, and many of them own their own temples of worship—some of them costly and inspiring pieces of architecture.

### Free Public Library

The Free Public Library occupies a handsome structure only recently completed. This library has a collection of 45,000 volumes, and a registration of 12,000 borrowers. Books to the number of 167,703 were drawn for home reading last year.

By the maintenance of a County Department, organized under contract with the County Supervisors, the library now has sixty-two branches.

The plan provides that such library branches be spread all over the county and located near each home as possible.

In the last ten years the community served has had an estimated growth of 100 per cent; the library has grown, in volumes, 200 per cent, and the number of books circulated has increased 300 per cent.



## HOTEL LEIGHTON

To be practically in the heart of the city, yet with surroundings as alluring as those of a suburban hotel, is the striking feature of Hotel Leighton. It is located upon high ground fronting south in the Westlake residence section, directly opposite Westlake Park, with its beautiful lake and gardens.

Here is delightful relief from the noise and confusion of the business section, yet ten minutes ride on either of four direct car lines takes one into the shopping center and among the amusement places.

Hotel Leighton is an American and European plan family and tourist hotel of the highest class. Open all the year.

*A. R. JAQUITH, Vice-President and*





# LOS ANGELES

Each room has direct outside exposure, hot and cold water, telephone and steam heating. Billiard room, barber shop, circulating library and elevator service in the building.

Large grounds with shade trees, swing seats, children's playground, clock golf, and two fine tennis courts.

Automobile entrance at main floor level. Parking space on the hotel grounds. Nightingale Garage, day and night service, immediately across the street.

Golf Course.—Griffith Park Municipal Course is one of the finest. Twenty minutes auto ride from the Leighton.

*General Manager, 2127 West Sixth Street*



Views of the Famous Old Mission of Santa Barbara

## Old Mission of Santa Barbara

THE connecting link between the romantic old Spanish Mission days and modern Santa Barbara is the Mission of Santa Barbara, which is about two miles from the center of the city. From its aged steps a splendid view of the city, ocean and Channel Islands can be had.

Construction of the present building was begun in 1815, replacing a larger mission which was partly destroyed by an earthquake in 1812. The site on which the Mission stands was dedicated December 4, 1786, when the Holy Cross was raised, the first mass being celebrated a few days later.

Tens of thousands of tourists visit the famed old Mission each year, the monastery, cemetery and garden containing a wealth of relics of old California history. This also applies to the interior walls of the church.

The Santa Barbara Mission is the best preserved of all the twenty-one Indian missionary establishments which in the old days dotted California's coast. It is one of the picturesque relics of American history.

Part of the water works which now helps supply the city with its water was developed by the Mission fathers, an aqueduct which they built in the early days being still in use.

The walls of the church are massive. The garden is of intensive interest to the student of history and the casual visitor. Services are held in the church daily and the friars are at all times glad to show visitors around and explain the relics.

The library of the Mission possesses a most valuable collection of old manuscripts, containing records of the old California Missions and the rooms of the monastery are full of curios.

Adjoining the Mission is St. Anthony's College, an institution conducted by the San Franciscan fathers for the training of young Catholics desirous of joining the Order of Friars Minor.

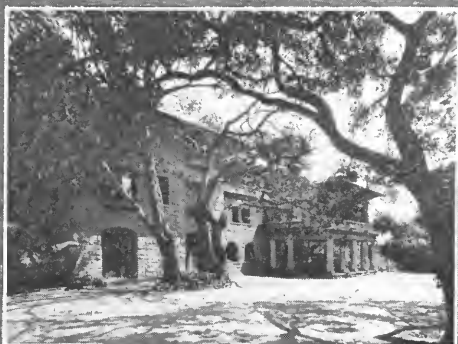
The tower of the Mission, which at one time contained a half dozen bells, now has only two, which are used only when the Mission bells toll. More modern bells are installed for regular use.

## Recreation Opportunities Many

AT the present time, backed by all the organizations of the city, and the city government, Santa Barbara is preparing to provide an up-to-date and well appointed automobile camp for the free use

of touring motor parties. When finished, it will be equipped with shower baths and every sanitary convenience, and in addition will supply the most approved cooking appliances for campers.





Beautiful Homes in and Near Santa Barbara

Plans are also under way for a more elaborate entertainment of tourists, excursionists and vacationists. Among the projects which the Chamber of Commerce is pushing to successful issue is the development of the bathing beaches as recreation resorts; maintenance of a municipal band; building of a large public bath house, and numerous other live features that will appeal to the recreation seeker and the visitor.

No visitor to Santa Barbara should overlook an inspection of Recreation Center. This is a municipal institution where many civic amusements center. A temporary home is maintained for girls and women coming to the city seeking work; public dances are given under municipal chaperon and club rooms with billiard and pool tables are available to those who desire indoor sports.

## Picturesque Mountain Trails

ONE of the lures of Santa Barbara is the close proximity of dozens of scenic mountain trails within easy distance of the city. The Santa Ynez mountain range is the highest in America adjacent to the ocean, and this immense playground is in Santa Barbara's very dooryard.

There are over one hundred miles of direct and lateral trails within a few miles from the business center of the city. This wonderful maze of trails unfolds some of America's prettiest scenery. Each turn and angle brings to view some new wonder—here a magnificent view of the ocean, while just around the turn will be a picturesque, shaded canyon, and a little farther on the city will nestle at one's feet.

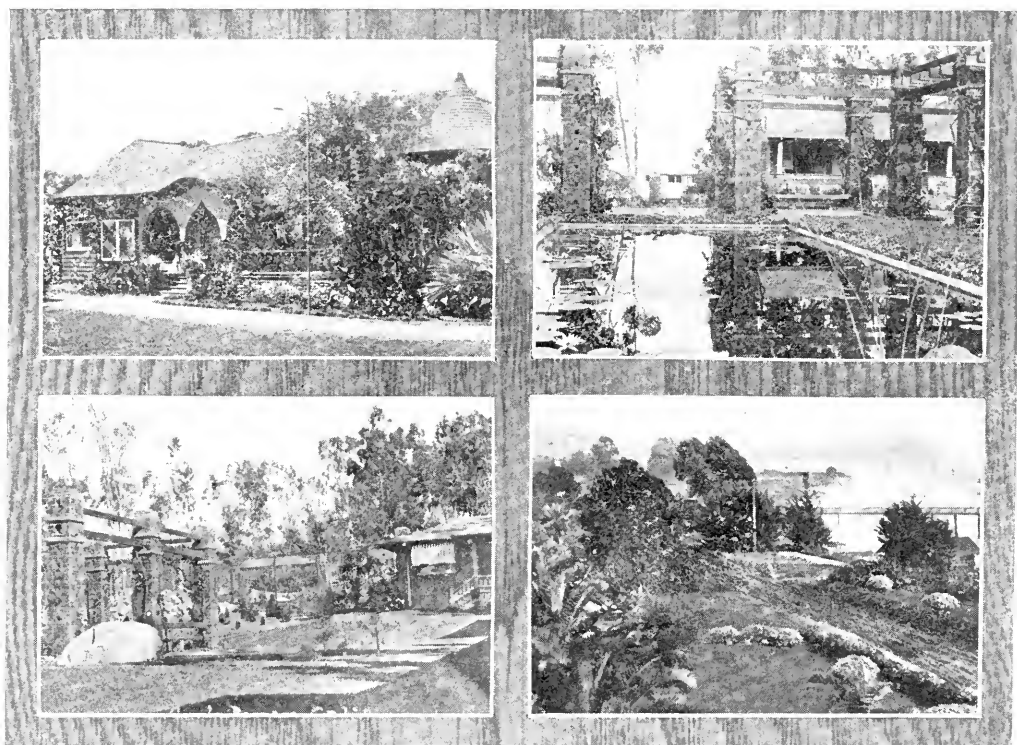
Perhaps the most used trail of the entire system is the Canoas Canyon Trail, which really is the key to the trail system. This trail not only leads out to many beautiful

sections of the mountains, but also leads to the very summit of the Santa Ynez Range as well.

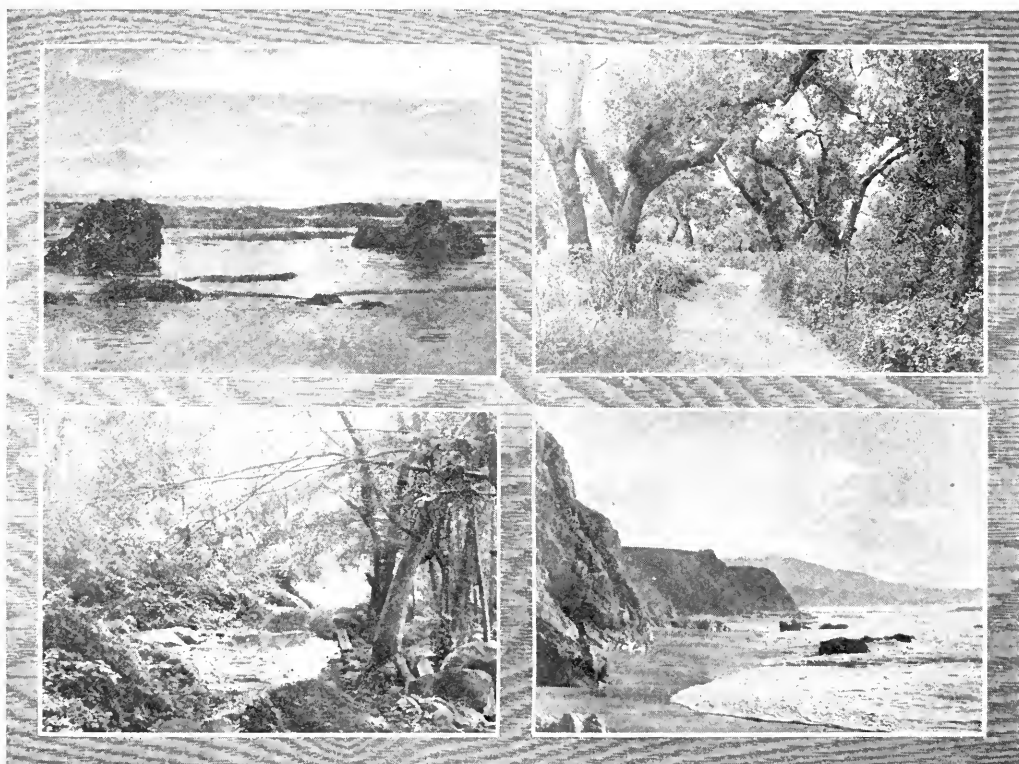
From the summit, two worlds are spread at one's feet. One is a world of ocean, city and suburbs, linked by winding boulevards. The other is the wild grandeur of the rugged mountain world as nature made it. It is a view well worth the trouble of seeing.

Canoas Canyon may be reached from either the lower Mission Canyon or from the Mountain Drive. It is three miles from the foot of the trail to Tin Can Shack, the former home of a hermit built of the tin from old oil cans, etc. The grades are easy and the trail is good, and many beautiful views are afforded in the three miles.

From Tin Can Shack it is about a half hours' hike up the west fork of the canyon to the top of the ridge overlooking Mission Canyon, a pretty place. La Cumbre, the



(1) Office Building at Miramar. (2) and (3) Italian Garden and Pergola at El Encanto.  
(4) Gardens Along the Beach at Miramar



Beauty Spots Within Easy Reach of Santa Barbara



Along the Beach at Santa Barbara

highest peak in the range, towers just beyond.

From the ridge one may take the well known and frequented Tunnel Trail, which acquired its name from the fact that it starts upward from the tunnel cut through the Santa Ynez Range by the city of Santa Barbara, through which to bring its pure water supply.

Following the Tunnel Trail, one return to the city, passing the South Portal of the water tunnel. Continuing upward, one reaches the summit of majestic La Cumbre, four thousand feet above sea level.

The Chamber of Commerce Trail, another popular trail, leads up the north fork of Canoas Canyon, beginning some six hundred feet up from Tin Can Shack. This trail will also return one to the city, passing many interesting points and presenting a fine view of Cold Springs Canyon, just back of beautiful Montecito. Just across Cold Spring Canyon there is another beautiful trail, five miles long, leading up to the summit of La Cumbre.

One may take his choice of several routes

at Cold Springs Canyon. By continuing a couple of miles to the east to the Mountain Drive, one may drop down into the canyon. However, if one desires to return to the city by a nearer route, one should continue on the Chamber of Commerce Trail where it turns to the west.

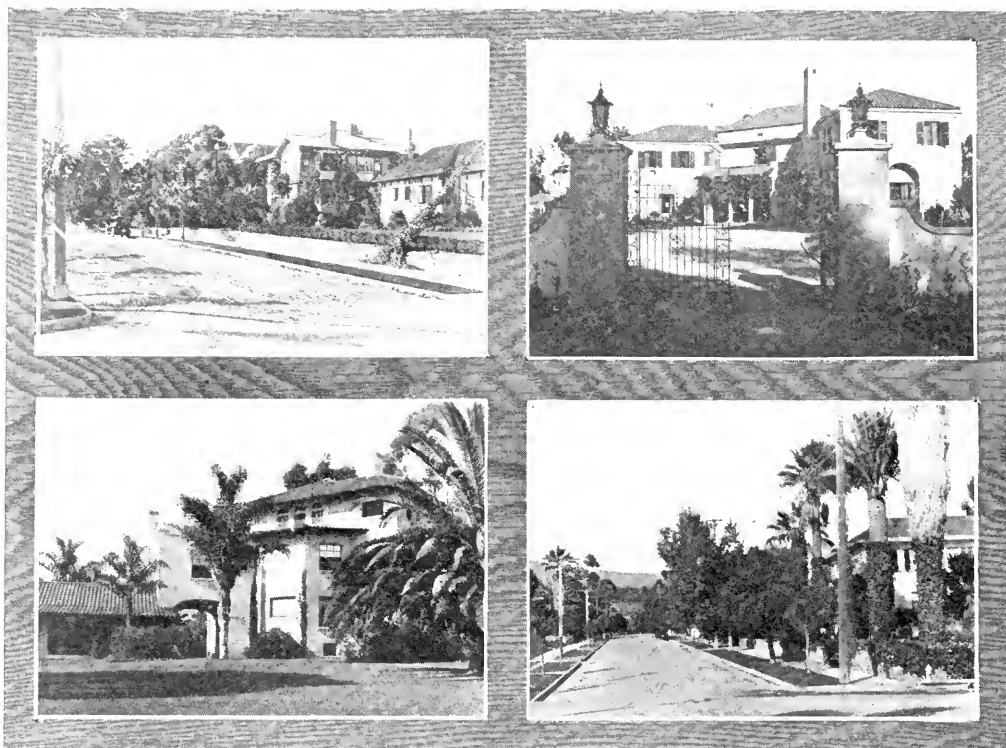
By continuing along the Chamber of Commerce Trail one passes many inspiring views—the vistas below are truly beautiful and ones the real lover of nature will not soon forget. This trail brings one to Inspiration Point, overlooking Canoas Canyon, a short distance from the starting point. By following this route as described one will have circled the mountain side, but will have viewed miles and miles of picturesque scenery.

Another route to the summit of La Cumbre leads up through Canoas Canyon for about a mile to a level spot occupied by the Floras Cabin. From this point a trail leads to the westward for two miles, where it crosses the Tunnel Trail and, by following it for another mile, one is again at the summit of La Cumbre.

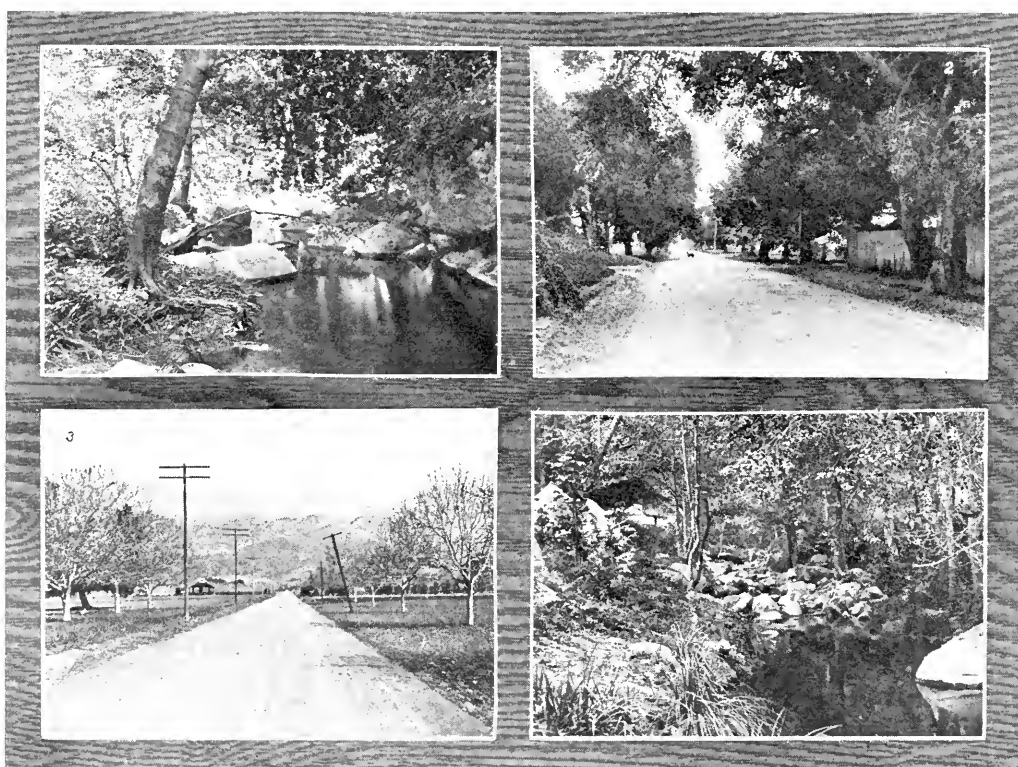
## Industry And Commerce

NOT only is Santa Barbara a tourist city and a city of homes—it is a commercial city of no mean importance. Business is on a strong basis in all lines of industry.

While the city enjoys a large commercial prosperity, it is not a "factory town." But there are many strong industries which, in the aggregate, produce many millions of dollars annually, such as establishments for



In the Santa Barbara Residential Section



(1) Trout Stream Near Santa Barbara. (2 and 3) Miles of Roads Like These for the Motorist.  
(4) Many Spots Like This Near Santa Barbara.



Among the Montecito Estates

packing and preparing the products of the walnut, lemon and fruit orchards, cannery, a mineral water business of large proportions and many smaller industries.

Santa Barbara, being an ocean port, handles and distributes lumber in large quantities.

#### Banks

There are five strong banks in Santa Barbara with assets of many millions of dollars. These financial institutions afford the best of banking facilities, not alone to the resident and business man, but to the thousands of tourists and transient guests.

#### Stores

The stores of Santa Barbara are large, well appointed and carry stocks equal in quality and range to the usual city of several hundred thousand people. This is due to the large and wealthy winter colony which crowds Santa Barbara and Montecito each season, demanding metropolitan stocks of goods and service.

#### Moving Picture Industry

Another large item of the business life of Santa Barbara is the manufacture of moving pictures. Every condition required by the industry is found in Santa Barbara—ever constant sunshine; the ocean with its many and varied coast scenes; the mountains with their innumerable “locations”—all combine to make conditions in this industry ideal.

The American Film Company, with its

well kept plant and beautifully landscaped grounds, maintains a large plant in Santa Barbara which is modern in every respect and one of the finest on the Pacific Coast. Visitors can always gain permission to inspect the plant and see motion pictures in the making.

#### Water System

When its new water system is completed, Santa Barbara will have a water supply drawn from the other side of the mountains, which at all times will provide an abundance of water not only for the city, but for the nearby towns. The city has just completed a huge reservoir which safeguards the city from any shortage of supply during the long, dry term of spring, summer and fall.

The quality of the water is of the best, analysis showing that the purity of the supply is only another of the health giving factors that make Santa Barbara such a desirable place to live in.

#### Desirable Industries Wanted

Santa Barbara, through its Chamber of Commerce, welcomes the establishment of desirable industries. A restricted industrial center has been established which adjoins that section of the city served by the Southern Pacific Railway, so that the best of trackage facilities are available for manufacturers.

As a place of residence, as a tourist city, a vacation paradise or a city in which to locate a business, Santa Barbara has much to offer.





The Santa Barbara Chamber of Commerce Owns and Occupies Its Own Building

## Chamber of Commerce Information Bureau

THE Santa Barbara Chamber of Commerce occupies spacious quarters in its own building just off of State street in the business center. Visitors to Santa Barbara should not fail to include a visit to the Chamber, as a large free exhibit of the city and county is maintained. The exhibit rooms are open from 9 a. m. to 5 p. m. every day in the year except Sundays and holidays.

The exhibit is made up of products of the county, and the secretary or an assistant is always present to accord tourist and visitor information.

The Chamber is glad to furnish any information or data pertaining to the city or county, investments, homes, ranches, orchards and business or industrial openings, free of charge. On request, the secretary will mail literature giving full details to anyone seeking information.





833 STATE STREET

HATTERS, CLOTHIERS  
AND HABERDASHERS  
TO MEN AND BOYS

GOLF, TENNIS AND POLO  
OUTFITS

LADIES' SPORT GOODS  
FOR GENERAL OUTDOOR WEAR

BATHING SUITS  
FOR MEN, WOMEN AND CHILDREN

## Banking for Winter Visitors

This bank offers every facility for the accommodation of visitors and winter residents. We are prepared to handle any banking transaction, large or small.

We issue travelers' checks and letters of credit, and will gladly give travelers information about points of interest and routes of travel, by automobile, train or steamer.

Our fire and burglar-proof vaults afford safe storage for valuables at a very moderate cost.

In every department, it is our aim to afford the best service possible in keeping with safe and conservative banking.

THE SANTA BARBARA

# County National Bank

State and De la Guerra Streets

## El Mirasol

(The Sunflower)



*America's Most Unique Hotel*

*El Mirasol  
Santa Barbara*

## COMMERCIAL TRUST & SAVINGS BANK

Consolidated—Formerly

The Commercial Bank and Santa Barbara Savings & Loan Bank

Capital, \$575,000

Surplus, \$175,000

### OFFICERS

GEORGE S. EDWARDS.....Chairman of the Board  
ALFRED EDWARDS.....President  
EDWARD F. R. VAIL.....Vice-President  
JOHN S. EDWARDS.....Cashier  
JOHN P. REDINGTON.....Assistant Cashier  
JOSEPH F. SEXTON.....Assistant Cashier  
GEORGE E. SAWYERS.....Assistant Cashier

### DIRECTORS

T. S. Hawley    F. F. Peabody    John S. Edwards  
George S. Edwards    John W. Bailard  
Alfred Edwards    Edward F. R. Vail

Commercial Banking

4 Per Cent Interest Paid on Savings Accounts  
General Trust Business

# ∴ Miramar ∴



In the Beautiful Montecito Valley near Beautiful Santa Barbara.

Here in the midst of a twenty-five-acre garden of flowers, facing the rising sun, with the broad Pacific at its front door, is located the main hotel and twenty-five beautiful bungalows with every modern convenience that human ingenuity could devise.

A more charming environment cannot be imagined, and the Miramar, in its matchless situation, provides everything to enable the visitor to enjoy the advantages of climate and surroundings to the utmost.

Boating, Bathing, Fishing, Golf, Tennis and Horseback Riding over the most picturesque mountain trails in the State may be indulged in every day in the year, and the superb macadam roads through the entire Montecito Valley are a delight to the motorist.

The Miramar casts a constant charm over every visitor. It offers every opportunity for out-of-door pleasure. Whether he indulge his fancy for the various sports, eating, drinking or sleeping, he can here do each and all of them under the most favorable conditions in a Climate unsurpassed on the Coast.

Details as to the rates may be had from the management. Reservations can be made by wire at our expense. Open all the year.

## THE MIRAMAR

P. O. BOX G SANTA BARBARA, CAL.

### WRITE ME

For Any Information Pertaining to  
**SANTA BARBARA REAL ESTATE**

Furnished Houses For Rent

## Harvey T. Nielson

1010 State Street - Santa Barbara, Cal.

Visitors to Santa Barbara Should Not Fail to

VISIT THE

## CHAMBER OF COMMERCE

FREE EXHIBIT ROOMS

Information on Any Subject Gladly Given

Those desiring information by mail  
may receive same by addressing

George Wight, Secretary

Santa Barbara, Cal.

When in Santa Barbara See

# FREEZE & FREEZE

**Largest Auto Accessory and Supply  
House between Los Angeles  
and San Jose**

**One of the Only Complete Vulcanizing  
Plants on the Pacific Coast**

**We are noted for our Retreading Work.  
Our retreads will bring out every mile  
that's in your tires**

**And if you want New Tires we are  
ready with  
Kelly-Springfield  
and other standard brands**

## FREEZE & FREEZE

**700 State Street Santa Barbara**

## GREENLEAF & CARTER

Successors to

## Ruiz Pharmacy

**EVERYTHING IN THE DRUG LINE**

Free Delivery

**729 State Street - Santa Barbara, Cal.**

**Sun-Kissed, Ocean-Washed, Mountain-Girded,  
Island-Guarded**

**SANTA BARBARA**

**Enjoys the Most Equable and Delightful Cli-  
mate on Earth**

**REAL ESTATE**

**Of all kinds for Sale or Exchange**

## H. G. CHASE

1012 State St.

Phone 125

**FOR RENT:**

**Montecito and Santa Barbara Places**

## HUFF'S GARAGE & TAXI SERVICE

DAY AND NIGHT TAXI AND GARAGE  
SERVICE

PHONES 701

Touring Cars for Hire  
by Hour, Day or Trip

Complete Garage  
Service—Storage  
and Repairs

R. P. HUFF, Prop.  
20 East Victoria St. Santa Barbara, Cal.

## Santa Barbara Lumber Co.

"WE ALWAYS MAKE GOOD"

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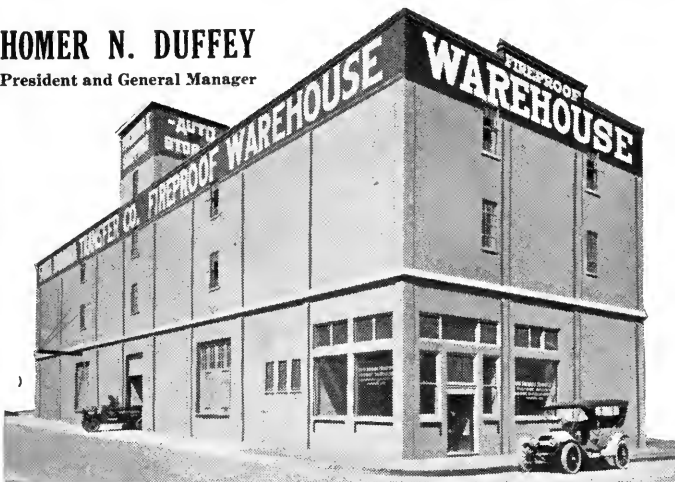
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# National Parks Department

## Interesting Facts Regarding The Playgrounds Of Our Nation

### PREHISTORIC ASTRONOMY

#### Speculations Concerning Use of Two Pairs of Holes in Casa Grande Ruin

FOR many years two pairs of holes in the walls of the celebrated prehistoric Casa Grande Ruin in Arizona have given rise to much speculation not only on the part of tourists but of archaeologists also. The holes are about an inch and a half in diameter and are bored through walls four feet thick. They occur in pairs, each pair on opposite sides of a great central room. The holes in each pair are in line with each other, so that one standing in a dark first floor room behind the central room may look through the innermost hole, across the central room, and through the outermost hole at the sky. One pair points due east. The other pair points north at a declining angle.

The interesting people who built this most ancient of pueblos have left no traces behind them. One can only imagine, by analogy from better known neighborhood races of a later period, what their civilization may have been. That they were a deeply religious people and worshipers of the sun is an assumption. Recently an interesting theory has been advanced to explain the holes.

According to this theory these holes form what might be called a seasonal clock. Twice a year, once as the sun works north and once as it works south along the eastern horizon, it rises in line with the eastward pointing holes and for one morning, for possibly three minutes, throws a bar of light into the dark inner room.

From this the ceremonial calendar could be dated and certain festivals would fall on the same day year after year. One is reminded of Stonehenge in England where the sun at its summer solstice shone down a long alley of stone monuments upon an altar placed in the center of a series of circles of stones.

We come now to the northern pair of holes which are placed in the north wall of the central room and the corresponding outer wall of the building. This pair trends downward and to the east so that they never overlooked the defensive wall which surrounded the group of buildings around the Casa Grande. At first thought this pre-

cludes any astronomical use, but the ingenious theorist has an explanation for even this condition of affairs.

If we grant the former inhabitants the use of an instrument of reflection, which need be no more complicated than a plain bowl of water, then it is easy to imagine the medicine man in the dark of the night, when he comes to a certain point in his ceremony, putting a bowl of water at a predetermined point on the plaza outside and so reflecting the light of some bright star in the northern heavens up through these holes into the central room of the Casa Grande.

The problem is now being studied as to which bright star near that particular angle could have been moved from that exact angle by the precession of the equinoxes, and it is hoped by this point to establish the date when the Casa Grande was inhabited.

How long ago this was is uncertain, moderate guesses beginning with 600 years and more radical guesses going to 1,000 or more years.

The Casa Grande itself, however, ancient though it is, was the most recent of its group. The evidence seems to show that an older group of ruins was abandoned about the time the Casa Grande was built.

### HUNTING MOUNTAIN LIONS

ALTHOUGH mountain lions are, unfortunately for the deer, found occasionally in most of our western national parks, they are rarely seen. There is no more timid, even cowardly, brute in America. Your lion, which is really the panther of our eastern wildernesses, has his home in the most retired rocky fastness of his neighborhood and skulks abroad chiefly at night. His purpose is to play safe. He rarely takes a chance with animals capable of fighting back, and never with man. He leaps upon the unsuspecting deer from behind or from a high rock or low tree. His special fondness for kids and fawns is suspected to originate in their helplessness rather than the tenderness and delicacy of their flesh.

Because he is a large brute with a good appetite and likes his meat quite fresh, the lion is exceedingly destructive. He returns

to his kill only while the meat remains sweet. Then he kills again. Often, when deer are plentiful, he kills wantonly for the love of killing.

Late last winter two lions were shot near Hospital Rock in the Sequoia National Park. "They had killed several deer," writes Superintendent Walter Fry, in reporting the shooting, "and about all that was necessary was to watch the carcasses and shoot when opportunity offered. The female lion was killed the second day and the male the fourth day. There were several hundred deer in the herd when the lions attacked them, but the following day they left the country and did not appear again in the vicinity of Hospital Rock for about two weeks. The lions killed in one night many more deer than they were able to eat."

But lions are not usually so easily shot. They are best got in the winter when they may be trailed by dogs to their lairs in the far places. Mountain lions, lynxes, wolves, coyotes, and foxes only are killed in our national parks, and these only because of their predatory habits.

## THE APPROACH TO GLACIER

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**T**HE approach to Glacier National Park by train from the East is actually a dramatic climax; it is as if the planner of the railroad, with the artistry of a Griffith, had so contrived this moving picture that all preceding scenes should lead up to the entry of the Rockies. Forty hours of rolling prairies rising and falling with tidal monotony upon the screen of the window prepares the mind for sensation, and the close of the day is its fitting moment. For several hours you have been expecting the

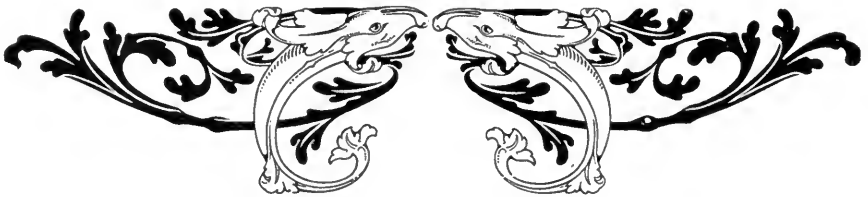
mountains; you have been craning forward at curves, peering into the heaping clouds of sunset; but the exasperating succession of new horizons springing up in the west to rob every prairie summit of its expected revelation continually baffles until you conclude that the mountains will not reveal themselves until you are fairly among them.

As if waiting for this mental attitude, suddenly the mountains enter. But it is no dramatic effect at the pause of the mind. The mind that begot this drama was too subtle for that. There comes a moment when you realize that you have been looking at them for several minutes but have not distinguished them from clouds. And, as you hold your breath in quick excitement, they are there before you, fully revealed in gray and purple below the gray and purple of the cloud, identical but magnificently different.

For two hours these mountains grow upon your window, revealing themselves fantastic, snow spattered, huge, fairy-like, impossible. Surely it is for dramatic effect, not engineering necessity, that the train curves and swings its way among the complicated convolutions of the broken prairie approach, presenting the now imposing spectacle of breathless beauty from every possible point of view.

For some time you have known that this prairie was the Blackfeet Indian Reservation. But, after passing Browning, the Agency headquarters, you have noticed the growing emphasis of the slopes. There, as you approach nearer, the mountains become ridges, rising presently hundreds of feet. Your window screen discloses sharp river bends and abrupt hills.

You do not know it now, but later on you will realize that these hills are the moraines and these hollows the broken courses left by the gigantic glaciers that these vast mountains once vomited from their valleys. The curtain drops when the two enormous log buildings of the Glacier Park Hotel swing upon the screen outlined against snowy peaks.





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